

March 2017

**Evaluation of the 2016 Labor Day
Drive Sober or Get Pulled Over Campaign**

August 1 - September 24, 2016

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Illinois Department of Transportation Bureau of Safety Programs and Engineering Evaluation Unit

The Evaluation Unit within the Bureau of Safety Programs and Engineering in the Illinois Department of Transportation focuses on evaluation and monitoring of various highway safety projects and programs in Illinois. The Evaluation Unit conducts research and analyses that enhance the safety and efficiency of transportation by understanding the human factors that are important to transportation programs in Illinois. The main functions of the Unit include the following:

1. Develop an in-depth analysis of motor vehicle related fatalities and injuries in Illinois using several crash related databases (Crash data, FARS, Trauma Registry, and Hospital data, state and local police data).
2. Develop measurable long term and short term goals and objectives for the Highway Safety Program in Illinois using historical crash related databases.
3. Evaluate each highway safety project with an enforcement component (e.g., Sustained Traffic Enforcement Program and Local Alcohol Program projects) using crash and citation data provided by local and state police departments.
4. Evaluate several highway safety programs (e.g., Occupant Protection and Alcohol). This involves evaluating the effects of public policy and intervention programs that promote safe driving.
5. Design and conduct annual observational safety belt and child safety seat surveys for Illinois. This survey is based on a multi-stage random selection of Interstate Highways, US/IL Highways, and several local and residential streets.
6. Provide results of research and evaluation as well as annual enforcement activities to the National Highway Traffic Safety Administration (NHTSA) as part of the Federal Requirements of State Highway Safety Program in Illinois.
7. Provide statistical consultation to other Sections at the Bureau of Safety Programs and Engineering and other Divisions at IDOT.
8. Publish results of all research and evaluation at the Division and place them as PDF files at IDOT's Website.

Using statewide public opinion survey of Illinois licensed drivers, this report evaluates the impact the *Drive Sober or Get Pulled Over* (a highly visible, massive enforcement effort designed to detect violators of Illinois traffic laws with special emphasis on alcohol) on drinking and driving issues during the August-September 2016 mobilization in Illinois. The main alcohol issues include self-reported belt use, motorists' opinion and awareness of the existing local and state alcohol enforcement programs, such as roadside safety checks, drunken driving laws, and alcohol related media programs and slogans.

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Executive Summary

Drive Sober or Get Pulled Over is the new alcohol slogan. It is a highly visible, massive enforcement effort designed to detect violators of Illinois traffic laws with special emphasis on alcohol. An intense public information and education campaign runs concurrently with an enforcement blitz to inform the motoring public of the consequences of drinking and driving. During the campaign the *Drive Sober or Get Pulled Over* message is repeated in the media and enforcement of DUI laws are stepped up. The goal of the campaign is to save lives and reduce injuries resulting from motor vehicle crashes by reducing the incidence of drinking and driving in Illinois.

The 2016 Labor Day *Drive Sober or Get Pulled Over* mobilization was conducted from August 1 to September 24, 2016. There were 130 local law enforcement agencies and Illinois State Police which participated in the statewide campaign. Data presented in this report indicates the campaign was successful. Enforcement results and an in-depth evaluation of the campaign are included in this report.

MEDIA

1. The Illinois Department of Transportation (IDOT) held three media events in Chicago, DuQuoin, and Springfield prior to the start of the Labor Day campaign.
2. Law enforcement agencies participating in the Labor Day campaign reported 33 print stories, 13 radio stories, and 7 TV news stories were generated as a result of the Labor Day campaign enforcement efforts. Furthermore, the following earned media items were generated during the 2016 campaign: 34 announcements were made; 9 banners were displayed; 28 posters/flyers were distributed; 5 presentations were given; 187 press releases were issued; 12 public access messages were made, and 299 web announcements were made.
3. IDOT/DTS spent \$729,000 on broadcast television, cable, mobile, and the internet to promote the National *Drive Sober or Get Pulled Over* campaign beginning August 26 and ending September 11, 2016.

ENFORCEMENT

4. One hundred thirty (130) local law enforcement agencies and the Illinois State Police participated and provided complete enforcement activities for the 2016 Labor Day alcohol mobilization. A total of 28 roadside safety checks (RSCs) and 1,013 saturation patrols were conducted during the August 22 to September 6, 2016 enforcement period.
5. Local law enforcement logged a total of 11,228.5 patrol hours and issued 13,653 citations. One citation was written every 49.3 minutes of enforcement.
6. Local law enforcement issued 246 DUI citations. One DUI citation was written every 45.6 hours of enforcement.
7. A total of 5,055 citations were issued for safety belt and child passenger safety seat violations during the Labor Day campaign resulting in an average of one occupant restraint violation every 2.2 patrol hours.

COST EFFECTIVENESS OF ENFORCEMENT ACTIVITIES

8. The agencies included in the “*Drive Sober or Get Pulled*” Over campaign conducted a total of 11,228.5 patrol hours and issued 13,653 citations at a total cost of \$710,916. On average, citations were written every 49.3 minutes of enforcement at a cost of \$52.07 per citation, or \$63.31 per patrol hour. Furthermore, these agencies wrote 246 DUIs during the campaign, which comprised 1.8 percent of total citations issued. (Note: All costs are actual costs incurred by each project, except Chicago. Personnel costs for Chicago are approximated by taking the proposed hourly wage and multiplying that by the enforcement hours conducted.)
9. ISP conducted 1,745.5 patrol hours during the enforcement period and issued 1,800 citations at cost of \$174,515.41, or \$99.98 per patrol hour. One citation was written every 58.2 minutes, an average cost of \$96.95 per citation. ISP issued 20 DUIs comprising 1.1 percent of all their citations issued during the campaign.
10. One hundred and thirty (130) STEP grantees contributed 11,228.5 patrol hours to the campaign, issuing 13,653 citations. These grantees issued one citation every 49.3 minutes of patrol at a cost of \$45.25 per citation or \$56.56 per patrol hour. These regular grantees issued 226 DUIs, which comprised 1.9 percent of all their citations issued during the campaign.
11. The enforcement data (such as total number of patrol hours and total citations) provided by the local agencies should be interpreted with caution since the calculated indicators, such as cost per patrol hour or cost per citation, and/or citation written per X minutes vary substantially across selected local agencies.

TELEPHONE SURVEY

Perceptions of DUI Enforcement

11. When asked hypothetically “If you drove after having too much to drink to drive safely, how likely do you think you are to be stopped by a police officer?”, 65.7 percent of recent drinkers indicated the likelihood of being stopped is somewhat likely, very likely, or almost certain.
12. Almost 70 percent of those surveyed in September reported seeing “about the same police presence on the roads they normally travel”, while 17.1 percent reported seeing police “more often”.
13. When asked “Compared to three months ago, do you think a driver who had been drinking is now more likely to be stopped by police, less likely to be stopped, or is this about the same?” the percentage of people who said “more likely to be stopped” was 25.1 percent during the September survey. This percentage increased by 2.0 percent from the June survey where respondents indicated that they were more likely to be stopped by police after drinking.
14. The percentage of respondents in the Chicago suburbs who believed a driver who had been drinking was “more likely to be stopped” decreased from 26.6 percent in June to 22.5 percent in September. In southern Illinois, this percentage increased from 21.7 percent in June to 25.0 percent in September.

Roadside Safety-Checks

15. In the Chicago suburbs, awareness levels of roadside safety increased from 19.0 percent in June to 21.3 percent in September. In southern Illinois, this percentage decreased from 26.2 percent in June to 22.5 percent in September.
16. Most September respondents were aware of roadside safety checks attribute their awareness to television (34.2%), friends/relatives (25.1%), radio (22.3%), and newspapers (18.3%).
17. Analysis among those who were aware of roadside safety checks by region. In September, the percent of applicable respondents who had personally seen a check was 57.1 percent in the Chicago metro regions and about 33.3 percent for the downstate regions.
18. The overall percentage of respondents who indicated having personally seen roadside safety checks increased from 36.6 percent in June to 48.6 percent in the September survey.

Awareness of "DUI" Roadside Safety Check.

19. Slightly more than twenty-one percent of respondents in September indicated that, "in the past (thirty) days," they had "seen or heard anything about the police setting up roadside safety checks where they stop to check drivers and vehicles."
20. Telephone surveys found that the percent of people who indicated that in the past (thirty) days, they had "read, seen, or heard anything about alcohol-impaired driving in Illinois," slightly increased from 49.3 percent in June to 50.4 percent in September. There was a slight decrease in awareness in the downstate counties from 54.8 percent in June to 53.6 percent in September. Awareness of messages focusing on alcohol-impaired driving increased in the Chicago metro area from 46.2 percent in June to 48.6 percent in September.

Awareness of the *You Drink & Drive. You Lose* and *Drive Sober or Get Pulled Over* Slogans

21. In June of 2003, 55 percent of those surveyed were familiar with the "You Drink & Drive. You Lose." (YDDYL) slogan. The September 2016 survey indicated the awareness level of those familiar with the slogan was 64.8 percent. Awareness of this slogan peaked in September 2010 at 82 percent.
22. In September 2016, awareness of the most recent slogan, "Drive Sober or Get Pulled Over", was at 54.8 percent. Awareness of this slogan increased by 2.0 percentage points since April 2016.
23. From April 2016 to September 2016, survey results show awareness levels for the YDDYL slogan increased from April to September. In the Chicago metro area, awareness of the YDDYL slogan slightly decreased from 68.8 percent in April to 68.0 percent in September. In downstate areas, awareness of the message slightly increased from 56.3 percent in April to 60.4 percent September.

Evaluation of the 2016 Labor Day *Drive Sober or Get Pulled Over* Campaign August 1 - September 6, 2016

Introduction

Drive Sober or Get Pulled Over is a highly visible, massive enforcement effort designed to detect violators of Illinois traffic laws with special emphasis on alcohol. An intense public information and education campaign runs concurrently with an enforcement blitz to inform the motoring public of the consequences of drinking and driving. During the campaign the *Drive Sober or Get Pulled Over* message is repeated in the media and enforcement of DUI laws are stepped up. The goal of the campaign is to save lives and reduce injuries resulting from motor vehicle crashes by reducing the incidence of drinking and driving in Illinois. The *Drive Sober or Get Pulled Over* mobilization includes the following components:

1. Earned Media¹
2. Paid Media
3. Enforcement
4. Evaluation

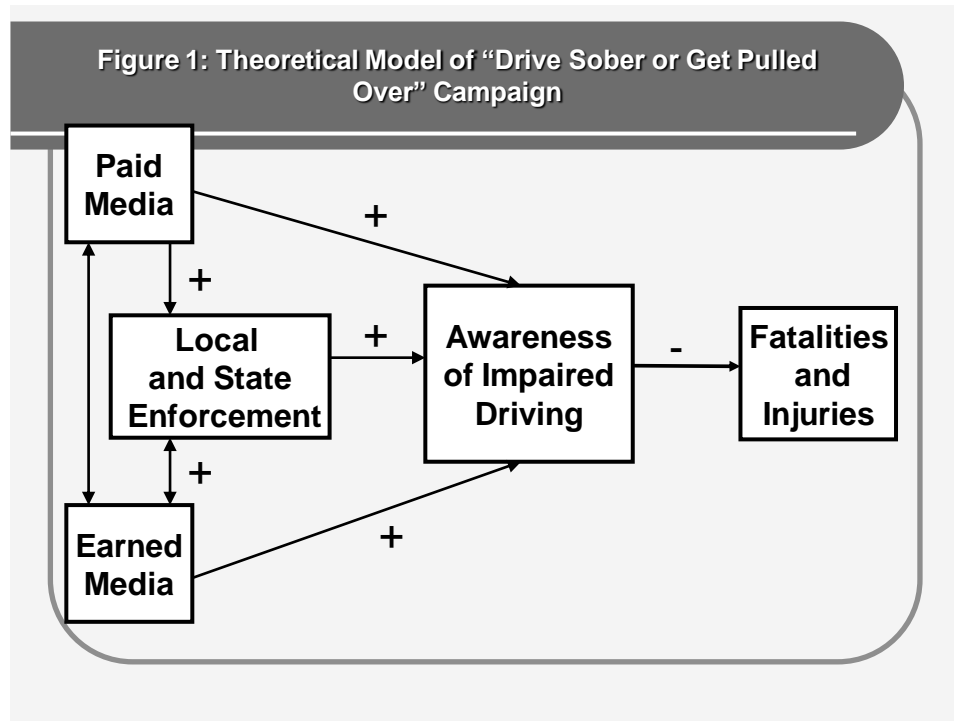
The 2016 Labor Day *Drive Sober or Get Pulled Over* mobilization was conducted from August 1 to September 6, 2016 with a special focus on impaired driving.

***Drive Sober or Get Pulled Over* Program Model**

Drive Sober or Get Pulled Over is a model of the social marketing program that combines enforcement with communication outreach (paid and earned media). The main message regarding the benefits of not drinking and driving is not only to save lives and prevent injuries, but to keep people from getting tickets by the police. Several alcohol-related laws, such as graduated licensing and .08 laws were passed by the Illinois legislature in the past that made it possible for police to stop and ticket motorists who did not obey the law. As part of the *Drive Sober or Get Pulled Over* campaign, several road side safety checks and saturation plans are conducted by local and state police departments throughout the state where motorists are stopped and checked for alcohol.

¹ Earned media is coverage by broadcast and published news services. Earned media generally begins two weeks before paid media and enforcement, and continues throughout other phases of the program. An earned media event, like a press conference and press release, typically is used to announce the ensuing enforcement program.

The components of the model are paid and earned media paired with local and state enforcement to increase the public's awareness of the consequences of drinking and driving. These variables work together to reduce injuries and fatalities. **Figure 1** shows the components of the model.



Alcohol / Motor Vehicle Related Injuries and Fatalities

The relationship between drunk driving and fatalities has been well documented in the literature (FARS, 2011). The severity of a motor vehicle crash increases when the driver is impaired. Individuals who drive while impaired are more likely to drive recklessly and become involved in fatal crashes. Plus, impaired drivers are less likely to use safety belts, thereby increasing their own risk for serious injury in a crash.

Figure 2 shows the percentage of restraint use among occupants of vehicles who were killed by time of day. As shown in this graph, only a small percentage of those who were killed between midnight and 4:00AM were wearing their safety belts.

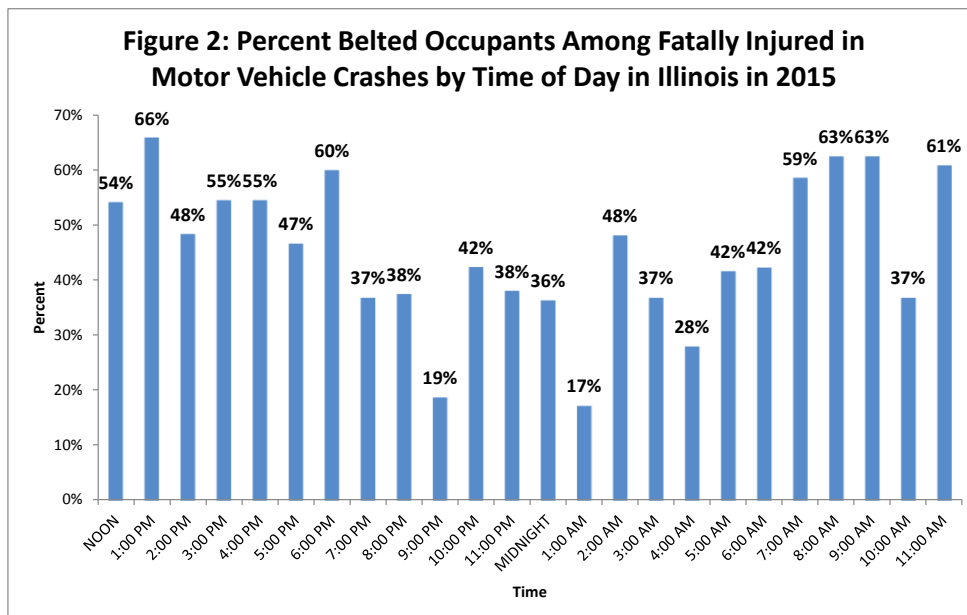
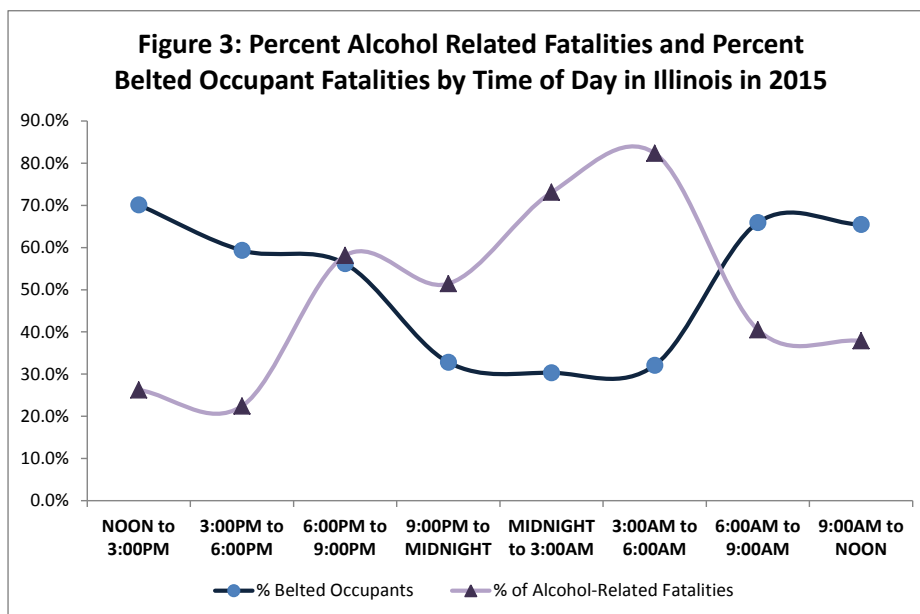


Figure 3 depicts the percentage of belted occupants and the percentage of alcohol related fatalities by time of day. According to this graph, there is a negative relationship between the percentage of belted occupants and the percentage of alcohol related deaths, especially during nighttime hours. This indicates that the nighttime safety belt usage rate among those who drink and drive is very low.



Report Objectives

The purpose of this technical report is to provide details of the activities, costs, and available outcomes of the 2016 Labor Day *Drive Sober or Get Pulled Over* campaign. The objectives of this report are:

- To provide a summary of earned and paid media activities prior to and following the Labor Day *Drive Sober or Get Pulled Over* campaign.
- To provide a detailed summary of enforcement activities during the campaign.
- To provide costs and effectiveness of enforcement activities.
- To determine Illinois residents' views and opinions regarding alcohol impaired driving and enforcement.

The evaluation of this campaign includes process and outcome measures. The process measures include documenting the activities associated with the program publicities (earned and paid media) and enforcement activities during the campaign. The only immediate statewide outcome measure that was used in this study was the pre and post telephone surveys of Illinois drivers. The main and ultimate outcome measure of the campaign is based on the actual alcohol related fatalities and injuries before and after the campaign. Unfortunately, the current fatal and injury crash data are not yet available to measure the true impact of the *Drive Sober or Get Pulled Over* campaign on fatalities and injuries. Once fatal and injury data are available to users, a comparison will be made between crash data during this campaign and the data for the same time period in previous years.

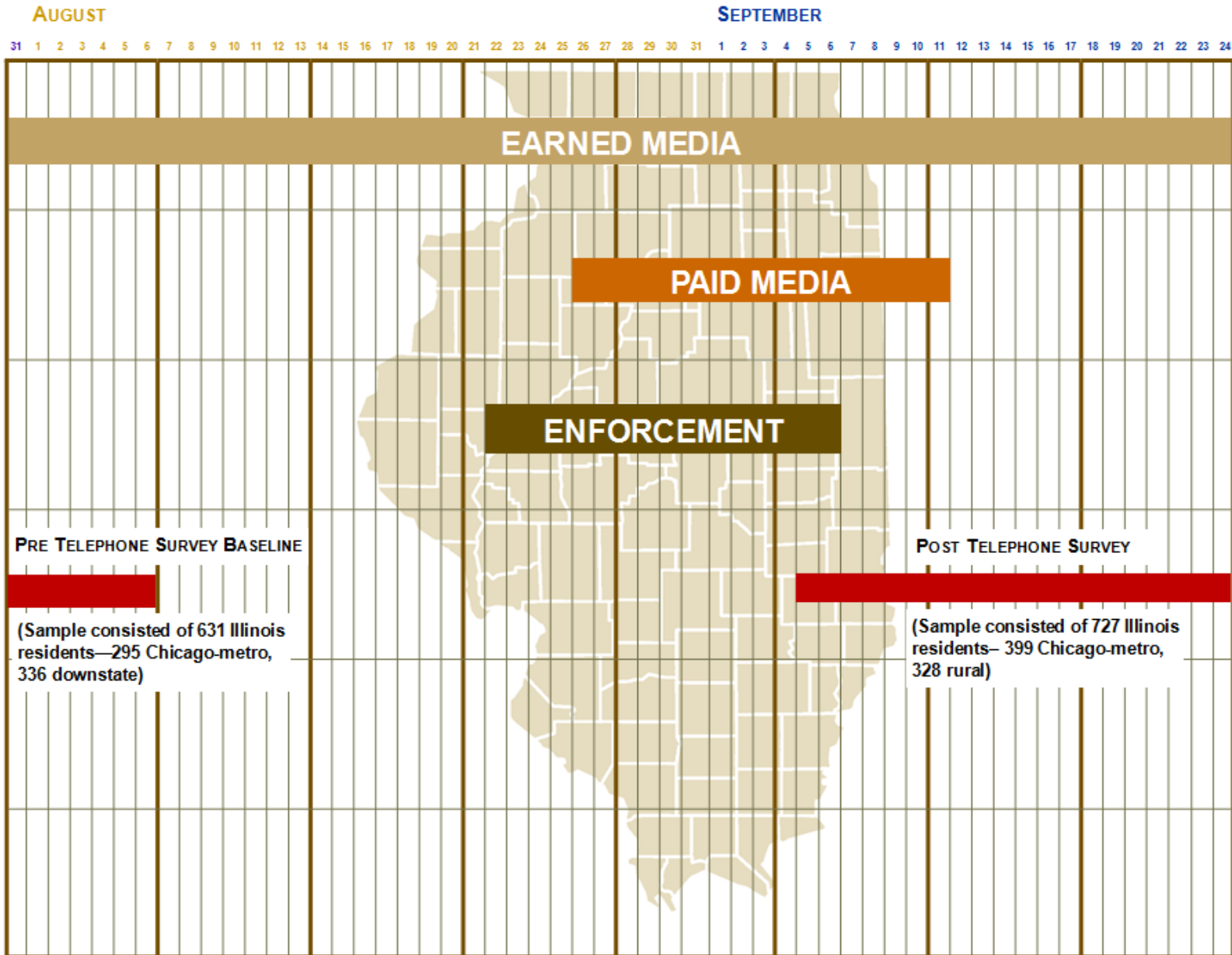
2016 Labor Day *Drive Sober or Get Pulled Over* Campaign in Illinois: Timeline of Activities

In August 2016, the Illinois Department of Transportation launched a statewide *Drive Sober or Get Pulled Over* campaign. In coordination with the National Highway Traffic Safety Administration (NHTSA), and state, county and local law enforcement agencies, the program set out to crack down on drunk drivers across the state by means of a highly publicized enforcement campaign of impaired driving laws. As illustrated in **Diagram 1**, *Drive Sober or Get Pulled Over* activities began August 1 and concluded September 24, 2016. The following activities took place during the campaign:

Prior to the start of the Labor Day campaign, six media events were held in Chicago, DuQuoin, Peoria, East Moline, Rockford, and Springfield to kick off the campaign.

- June 2016: Pre-mobilization statewide telephone public opinion surveys were conducted during June 2016.
- July – September 24, 2016: Earned media was obtained, including three media events conducted in Chicago, DuQuoin, and Springfield to start the campaign.
- August 22 – September 6, 2016: Highly publicized strict enforcement of the impaired driving laws was conducted.
- August 26 – September 11, 2016: Paid media advertisements promoting *Drive Sober or Get Pulled Over* ran from August 26 to September 11.
- September 1 – 30, 2016: Post statewide telephone public opinion surveys were conducted from September 1st to 30th.

Diagram 1: 2016 *Drive Sober or Get Pulled Over* Campaign Timeline



Note: The pre-telephone survey was conducted during June 2016.

MEDIA & ENFORCEMENT RESULTS

Media

Earned Media

IDOT/DTS released press releases on August 31, 2016 and September 2, 2016 notifying the public that local law enforcement agencies would be cracking down on drunk drivers during Labor Day weekend to avoid fatal crashes¹. **Table 1** lists the earned media items obtained during the *Drive Sober or Get Pulled Over* campaign by the different media markets, as well as the articles and stories generated from the publicity.

Table 1: Earned Media Items Obtained During the <i>Drive Sober or Get Pulled Over</i> Campaign by Media Market										
Media Market	Print News Stories	Radio News Stories	TV News Stories	Announcements	Banners	Posters / Flyers	Presentations	Press Release Issued	Public Access Msgs.	Web Announcements
Chicago	18	1	0	30	6	28	5	135	9	71
Metro East	4	0	0	1	0	0	0	9	2	7
Moline	6	2	0	0	0	0	0	8	0	3
Paducah	1	0	0	0	0	0	0	1	1	1
Springfield /Champaign	2	10	5	2	3	0	0	18	0	197
Peoria	0	0	0	0	0	0	0	6	0	0
Quincy	1	0	0	0	0	0	0	3	0	15
Rockford	1	0	2	1	0	0	0	7	0	5
TOTAL	33	13	7	34	9	28	5	187	12	299

In addition to the coverage generated by the press conferences, our law enforcement grantees are required to submit articles in their local press regarding enforcement that they are planning. Law enforcement agencies participating in our Labor Day campaign reported 33 print stories, 13 radio stories, and 7 TV news stories were generated as a result of the *Drive Sober or Get Pulled Over* enforcement efforts. Furthermore, the following earned media items were generated during the 2016 *Drive Sober or Get Pulled Over* campaign: 34 announcements were made; 9 banners were displayed; 28 posters/flyers were distributed; 5 presentations were given; 187 press releases were issued; 12 public access messages were made; and 299 web announcements were made.

¹ The actual press releases can be found here: <http://www.idot.illinois.gov/Assets/uploads/files/About-IDOT/News/Press-Releases/2016/2016%20Labor%20Day%20Enforcement%20Press%20Release.pdf> and here: <http://www.idot.illinois.gov/Assets/uploads/files/About-IDOT/News/Press-Releases/2016/9-2-16%20Invinceable.pdf>

Paid Media

Paid alcohol enforcement messages are aired repeatedly during the *Drive Sober or Get Pulled Over* campaign publicity period. Messages are focused on enforcement, reminding motorists to not drink and drive. *Drive Sober or Get Pulled Over* paid advertisement campaigns usually last two weeks, but, due to the online/mobile advertisements being ran, paid media ran an additional two weeks. During this period, television and online/mobile advertisements run extensively. Paid media targeted the *Drive Sober or Get Pulled Over* message in the 23 specified counties in Illinois where about 85 percent of population resides and 70 percent of fatalities occur. Top-rated stations and programming were chosen based on Arbitron and Nielson ratings systems focusing on the 18-34 year old African-American, Hispanic and rural male demographic.

IDOT/DTS spent \$729,000 on broadcast television, cable, radio, and mobile platforms to promote the National *Drive Sober or Get Pulled Over* campaign beginning August 26 and ending September 11, 2016. **Table 2** lists the cost of paid media by media market for the *Drive Sober or Get Pulled Over* campaign.

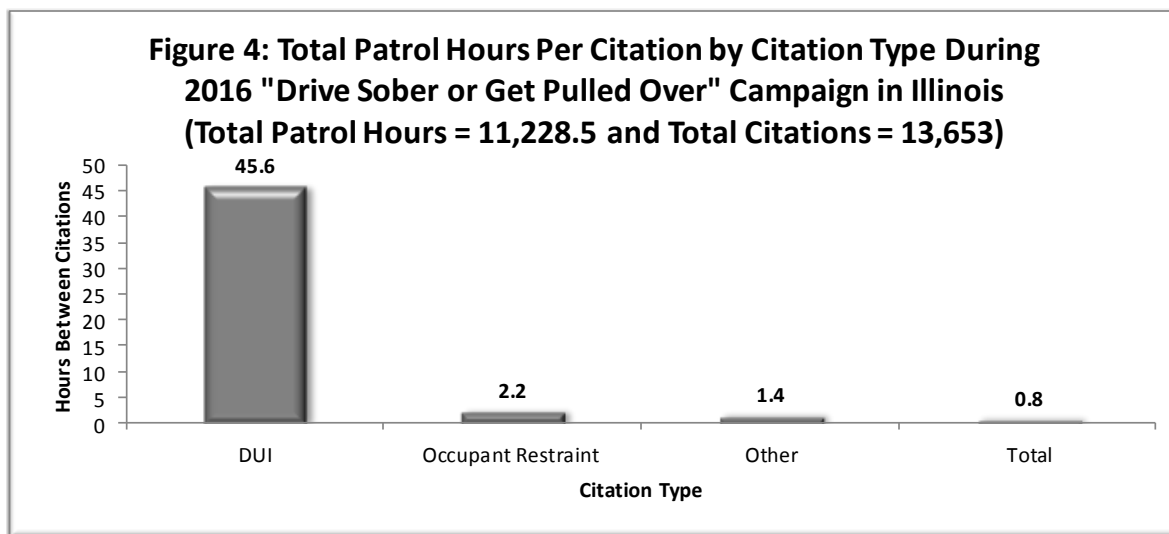
Table 2: Labor Day *Drive Sober or Get Pulled Over* Campaign

Cost of Paid Media by Media Market			
Media Market	Dollars Spent – TV / Cable	Dollars Spent – Radio	Total Dollars Spent
Chicago	\$ 205,000.00	\$ 80,000.00	\$ 285,000.00
Davenport	\$ 11,000.00	\$ 7,000.00	\$ 18,000.00
Marion	\$ 10,000.00	\$ 0.00	\$ 10,000.00
Metro East	\$ 35,000.00	\$ 25,000.00	\$ 60,000.00
Peoria	\$ 25,050.00	\$ 10,000.00	\$ 35,050.00
Rockford	\$ 12,000.00	\$ 6,500.00	\$ 18,500.00
Springfield	\$ 26,950.00	\$ 10,000.00	\$ 36,950.00
Total TV	\$ 325,000.00	\$ 138,500.00	\$ 463,500.00
Mobile Banners and Videos			\$ 90,000.00
Social Media, Online Banners, and Streaming Websites			\$ 87,702.00
Displays, Contextual & Direct Buys, Misc.			\$ 70,018.00
Media Commission			\$ 17,780.00
Total Dollars Spent			\$ 729,000.00

Enforcement

The *Drive Sober or Get Pulled Over* Labor Day enforcement campaign lasted two weeks. During this period, zero-tolerance enforcement focusing on alcohol violations was carried out statewide. One hundred thirty (130) local law enforcement agencies and Illinois State Police participated in the 2016 Labor Day alcohol mobilization. A total of 28 roadside safety checks and 1,013 saturation patrols were conducted during the August 22 to September 6, 2016 enforcement period.

Local law enforcement logged a total of 11,228.5 patrol hours and issued 13,653 citations during the campaign. One citation was written every 49.3 minutes of enforcement. Local law enforcement issued a total of 246 DUI citations, an average of one DUI citation written every 45.6 patrol hours. A total of 5,055 citations were issued for safety belt and child passenger safety seat violations resulting in an average of one occupant restraint violation written every 2.2 patrol hours. **Figure 4** depicts the number of hours of Labor Day patrol hours per citation by citation type.



Local Enforcement

One hundred thirty (130) local police agencies which were grant-funded through DTS participated in the *Drive Sober or Get Pulled Over* enforcement campaign. These agencies conducted a total of 9,483.0 hours on Labor Day enforcement, conducting 18 roadside safety checks and 858 saturation patrols. **Figure 5** features a map identifying the number of agencies that conducted enforcement during the *Drive Sober or Get Pulled Over* campaign by county. A total of 11,853 citations were written by local law enforcement agencies, or one citation was

written every 48.0 minutes of enforcement. Local law enforcement issued a combined total of 226 DUI citations, an average of one citation written for every 42.0 patrol hours. In addition, 4,294 occupant restraint violations were issued for failure to wear a safety belt or failure to properly restrain a child in a safety seat. An average of one occupant protection citation was written for every 2.2 patrol hours.

Illinois State Police Enforcement

All Illinois State Police Districts participated in statewide alcohol enforcement, covering 98 of Illinois' 102 counties. ISP conducted 1,745.5 hours of enforcement including 10 roadside safety checks and 155 saturation patrols. Of the total 1,800 citations issued by the ISP, one hundred and one (20) were DUI-related citations and 761 were safety belt and child safety seat citations. On average ISP wrote one DUI for every 87.3 patrol hours and one safety belt / child safety seat citation for every 2.3 patrol hours.

Earned Enforcement

There was no earned enforcement conducted during the FY16 Labor Day campaign.

Table 3: Summary Results of Enforcement Activities				
Selected Enforcement Activities	Funded Agencies that Participated and Submitted Complete Enforcement Data			
	Local Police Agencies (n=130)	Secretary of State Police	Illinois State Police	Statewide Total
1	2	3	4	5
Number of Enforcement Hours	9,483.0	N/A	1,745.5	11,228.5
Number of Roadside Safety Checks	18	N/A	10	28
Number of Saturation Patrols	858	N/A	155	1,013
Total Citations	11,853	N/A	1,800	13,653
One Citation Written Every X Minutes of Enforcement	48.0	N/A	58.2	49.3
Number of DUI-Related Citations	226	N/A	20	246
DUI / Alcohol Related Citation Written Every X Hours	26.6	N/A	87.3	45.6
Safety Belt / Child Safety Seat Citations	4,294	N/A	761	5,055
Safety Belt / Child Safety Seat Citations Every X Hours	2.2	N/A	2.3	2.2

Column 1: Lists the types of enforcement activities conducted during the *Drive Sober or Get Pulled Over* campaign.

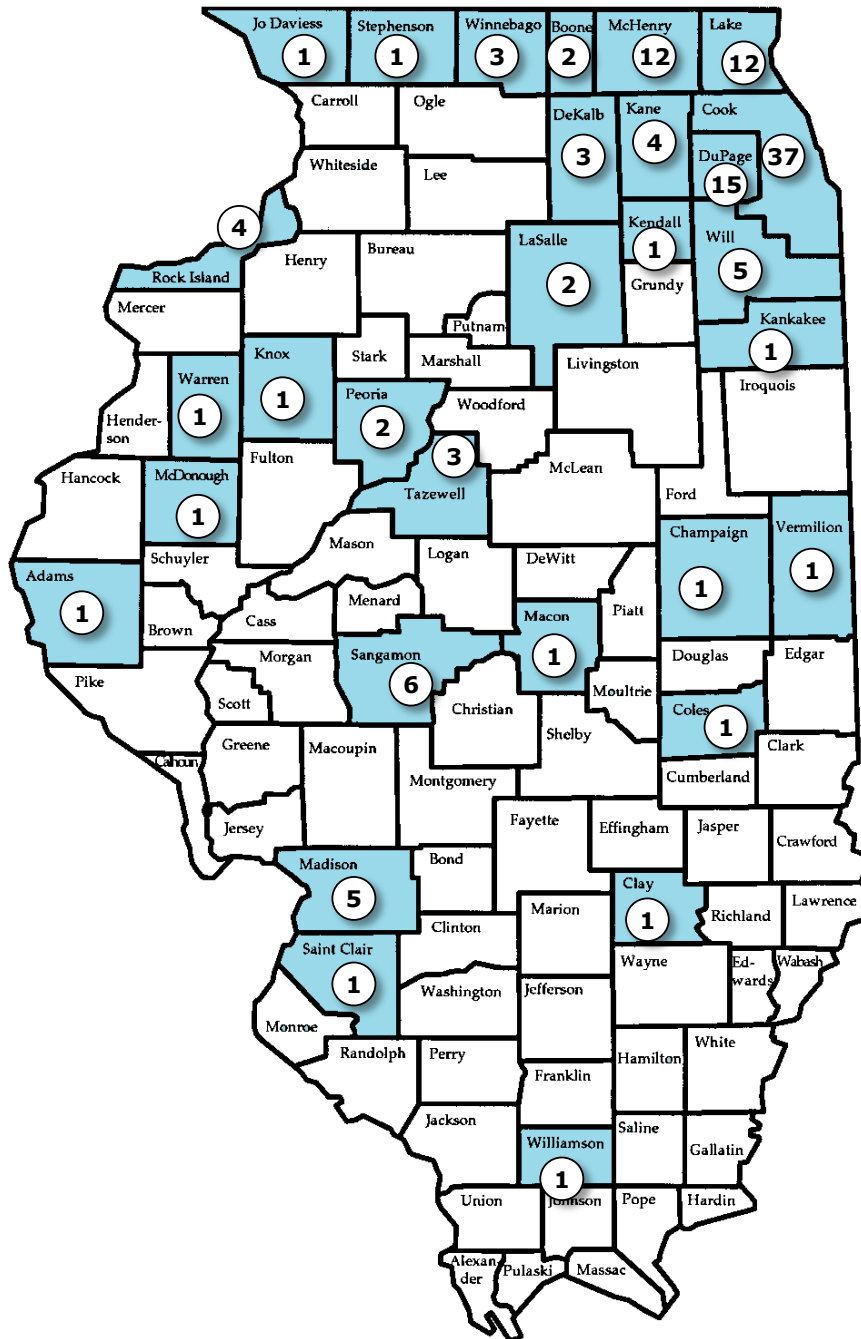
Column 2: The Local Police Agencies includes all DTS grantees.

Column 3: SOS did not conduct enforcement during the 2016 Labor Day campaign.

Column 4: Illinois State Police enforcement activities.

Column 5: The Statewide Total combines the information from the Local Agencies Total (column 2), SOS (column 3), and ISP (column 4).

FIGURE 5
Map of Agency Participation by County
During the 2016
“Drive Sober or Get Pulled Over” Campaign



This map displays the total agencies which conducted enforcement by county during the 2016 “Drive Sober or Get Pulled Over” campaign. Each circle represents the total agencies which conducted enforcement in that particular county.

Cost / Effectiveness Analysis of *Drive Sober or Get Pulled Over* Enforcement Activities

In an effort to assess the costs and effectiveness of enforcement activities, actual reimbursement claims paid out for local and state agencies were used to calculate cost per hour of enforcement and cost per citation during the *Drive Sober or Get Pulled Over* campaign.

A cost / effectiveness analysis was performed for those agencies participating in the *Drive Sober or Get Pulled Over* campaign.

Table 4 summarizes enforcement activities (patrol hours, citations, total DUIs, percentage of total citations that were DUIs, citation written every X minutes of patrol, cost per citation, cost per patrol hour, and cost of project) by grant type. (Note: All costs are actual costs incurred by each project, except Chicago. Personnel costs for Chicago are approximated by taking the proposed hourly wage and multiplying that by the enforcement hours conducted.)

One hundred and thirty (130) STEP grantees and Illinois State Police were included in this cost / effectiveness analysis. These agencies conducted a total of 11,228.5 patrol hours and issued 13,653 citations during enforcement at a total cost of \$710,915.73. On average, one citation was written for every 51.2 minutes during enforcement at an average cost of \$52.07 per citation, or \$63.31 per patrol hour. Furthermore, the emphasis of the *Drive Sober or Get Pulled Over* campaign was to reduce the drunk driving. A total of 246 DUIs were written by these agencies, which comprised 1.8 percent of all citations issued during the campaign. See **Appendix A** for a detailed listing of enforcement activities and costs by agency.

Illinois State Police

ISP conducted 1,745.5 patrol hours during the enforcement period and issued 1,800 citations at cost of \$174,515.41, or \$99.98 per patrol hour. One citation was written every 58.2 minutes, an average cost of \$96.95 per citation. ISP issued 20 DUIs comprising 1.1 percent of all their citations issued during the campaign.

Local Police Agencies

A total of 130 agencies STEP grants with DTS. Chicago Police Department had both a STEP grant and LAP grant. Refer to **Appendix A (Table 5)** to see each agency's enforcement activities and associated costs. **Table 6** shows the aggregate enforcement activities and their associated costs by grant type.

One hundred and thirty (130) STEP grantees contributed 11,228.5 patrol hours to the campaign, issuing 13,653 citations. These grantees issued one citation every 49.3 minutes of patrol at a cost of \$45.25 per citation or \$56.56 per patrol hour. These regular grantees issued 226 DUIs, which comprised 1.9 percent of all their citations issued during the campaign.

Table 4: Enforcement Activities and Associated Costs by Type of Grantee

Agency / Grant Type	Patrol Hours	Total Citations	Total DUIs	Percent DUIs	Citations Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
Illinois State Police	1,745.5	1,800	20	1.1%	58.2	\$96.95	\$99.98	\$175,515.41
STEP Grantees (n=130) ¹	9,483.0	11,853	226	1.9%	48.0	\$45.25	\$56.56	\$536,400.32
Total	11,228.5	13,653	246	1.8%	49.3	\$52.07	\$63.31	\$710,915.73

NOTES:

¹ Chicago Police Department had a STEP and LAP grant. Chicago's LAP grant enforcement is included with the STEP grantees' enforcement.

Limitations of Enforcement Data

The enforcement data (such as total number of patrol hours and total citations) provided by local agencies should be interpreted with caution since the calculated indicators, such as cost per patrol hour or cost per citation, and / or a citation written per X minutes vary substantially across selected local agencies.

For example, based on the cost per patrol hour, the Grandview Police Department was reimbursed \$840 for conducting 40.0 patrol hours resulting in a cost of \$21.00 per patrol hour. On the other hand, the Lockport Police Department was reimbursed \$1,849.71 for conducting 21.5 patrol hours resulting in a cost of \$86.03 per patrol hour. Similarly, when looking at cost per citation, the South Chicago Heights Police Department was reimbursed \$1,553.28 for writing 201 citations resulting in a cost of \$7.73 per citation issued. On the other hand, the Peru Police Department was reimbursed \$2,552.13 for issuing 10 citations. Finally, there were great discrepancies for total citations written per minutes of patrol conducted. In one case, the South Chicago Police Department issued 201 citations over 64.0 patrol hours resulting in one citation written for every 19.1 minutes of patrol. On the other hand, the Peru Police Department only averaged writing one citation for every 426.0 minutes of patrol. (see **Table 6**).

Future Plan

In an effort to address the concerns raised in this cost / effectiveness analysis, the Evaluation Unit is proposing to address these issues by taking the following course of action:

1. Conduct an in-depth analysis of the current data to identify those agencies considered as outliers. Since there are several different reasons for the presence of outliers, ranking and identifying outliers among local agencies will be performed separately by taking into account different indicators, such as total patrol hours, number of minutes it took to write a citation, and cost per citation.
2. Provide the list outliers to the local police agencies and ask them to verify their figures and provide reasons for high or low values. There is a possibility that the figures local agencies provided for IDOT are incorrect.
3. Conduct an unannounced audit of the local police agencies to be sure the data are correctly compiled and submitted to IDOT.
4. Based on the findings from the local agencies, develop a proactive plan to improve the timeliness, completeness, accuracy of the data.

EVALUATION

Evaluation

As indicated earlier in this report, an evaluation of the *Drive Sober or Get Pulled Over* campaign includes process measures (e.g., documenting the activities associated with campaign media and enforcement activities) and outcome measures, such as pre and post telephone surveys of Illinois drivers. The pre and post telephone surveys were conducted in order to measure the impact of paid/earned media and enforcement activities on the public's knowledge and attitude toward the mobilization. The surveys were conducted through the Survey Research Office at the University of Illinois at Springfield. In addition to the evaluation of public perception on the campaign, we will conduct an outcome evaluation of the campaign on motor vehicle related injuries and fatalities when the actual crash data become available in the near future.

Overview of Telephone Survey Findings

Telephone surveys showed that the percent of people who indicated that "in the past (thirty) days, they had read, seen, or heard anything about alcohol-impaired driving in Illinois," slightly decreased statewide from 50.4 percent in June to 49.3 percent in September. Similar changes were seen among those surveyed in the Chicago area where awareness increased from 46.2 percent in June to 48.6 percent in September. In the downstate areas, awareness of those messages decreased from 54.8 percent in June to 53.6 percent in September. Of those telephone respondents who had heard or seen messages about alcohol-impaired driving, by far the greatest exposure source was television (68.1 percent).

Telephone survey respondents were asked about their awareness of sixteen selected traffic safety slogans in June and September. Eight slogans related to drinking and driving. Awareness of the "Drive Sober or Get Pulled Over" slogan slightly increased by 2.0 percentage points from 52.8 percent in April to 54.8 percent in September. Awareness of the "Drunk Driving. Over the Limit. Under Arrest." slogan increased from 18.9 percent in April to 26.4 percent in September. Awareness of the "You Drink and Drive. You Lose." slogan slightly increased from 64.3 percent in April to 64.8 percent in September.

Awareness of the *You Drink & Drive. You Lose.* Slogan: 2003 - 2016

In June of 2003, 55 percent of those surveyed were familiar with the YDDYL slogan. This awareness level peaked in the September 2010 survey at 82 percent. During the prior six years from 2011 to 2016, awareness of this slogan has gradually decreased. Due to the switch to the "Drive Sober or Get Pulled Over" slogan and a decreased emphasis on the "You Drink & Drive.

You Lose.,” it is not surprising to see decreased awareness of the “You Drink & Drive. You Lose.” slogan in most recent years. **Figure 6** displays the awareness of the YDDYL slogan from 2003 to 2016.



Awareness of the *Drive Sober or Get Pulled Over* slogan: 2016

The *Drive Sober or Get Pulled Over* slogan is the new national slogan for alcohol awareness. It was recently incorporated into Illinois’s Labor Day enforcement campaign within the last few years. In April 2016, awareness of this message was 52.8 percent. In September 2016, awareness of this message increased to 54.8 percent. Awareness of this message has shown an increase over previous years.

Detailed results of the pre / post telephone survey will be presented in the next section.

STATEWIDE TELEPHONE SURVEY

ILLINOIS STATEWIDE LABOR DAY 2016 ALCOHOL IMPAIRED DRIVING ENFORCEMENT CAMPAIGN SURVEYS

Conducted for:



October 24, 2016
Summary Report

Results from the June and September 2016 Surveys
(Supplemented with Selected Findings from the April 2016 Survey)

Conducted by the:



Introduction

The Illinois Department of Transportation, Division of Traffic Safety, contracted with the Survey Research Office, located in the Center for State Policy and Leadership of the University of Illinois Springfield to conduct three statewide telephone surveys from April through September, 2016 relating to either seat belt or DUI-related enforcement and media campaigns. The first survey was conducted from late March to May (hereinafter, the “April survey”) prior to the Memorial Day weekend; the second was conducted in June and early July (the “June survey”), after the Memorial Day weekend; and the third survey was conducted in September and October (the “September survey”), after the Labor Day weekend.

The April survey contained questions regarding seat belt-related opinions and behaviors and was administered prior to an enforcement and media campaign that took place in a time period surrounding the Memorial Day weekend. The September survey was administered after a DUI enforcement campaign that took place in a time period surrounding Labor Day weekend. Thus, the April survey serves as a “pre-test” for the Memorial Day seat belt enforcement and media campaign, while the June survey serves as a “post-test” for this campaign. Similarly, the June survey serves as a “pre-test” for the Labor Day DUI enforcement campaign, with the September survey serving as a “post-test” for this campaign.

Methodology

The sampling methodology for the three surveys was similar to that of other recent telephone surveys on seat belt and DUI initiative topics conducted for IDOT’s Division of Traffic Safety. The state was first stratified into the Chicago metro area and the remaining Illinois counties, known as “downstate.” The Chicago metro area was further stratified into the City of Chicago and the Chicago area suburbs, which included the Cook County suburbs and the suburbs in the five “collar” counties. The downstate area was further subdivided into north/central Illinois and southern Illinois. Thus, the statewide surveys had four stratified geographic regions: City of Chicago, Chicago suburban counties, and the downstate counties, subdivided into north/central Illinois and southern Illinois. Random samples of telephone numbers were purchased for each of the four stratification areas (City of Chicago, Chicago suburban counties, north/central Illinois, and southern Illinois).

Field interviewing for the latest September survey was conducted from September 14 September 28, with 488 licensed drivers. Field interviewing for the June statewide survey was conducted from June 16 through July 8, 2016 with 387 licensed drivers. And, field interviewing for the April survey was conducted from March 28 through May 8, 2016, with 589 licensed drivers.

The numbers of completions for each stratification group are presented below for the three surveys. It should be noted that statewide results reported in this summary have been weighted to correct for the intentional over/under-representation of the respective regions.

2016 Seat Belt	Post-Test / Pre-Test <u>April 2016</u>	2016 DUI DUI Pre-Test <u>June 2016</u>	Post-Test <u>September 2016</u>
<i>TOTAL</i>	589	387	488
Chicago metro area**	291	189	194
<i>City of Chicago</i>	139	90	91
<i>Chicago suburban counties</i>	152	99	100
Downstate counties**	298	198	294
<i>North/central Illinois</i>	153	98	175
<i>Southern Illinois</i>	145	100	119

*Our goal was to divide both the Chicago metro area and the downstate counties sample roughly in half so that, if necessary, we could also analyze by City of Chicago, Chicago suburbs, north/central Illinois, and southern Illinois.

The margin of error for the statewide results is $\pm 4.04\%$ in April, $\pm 4.98\%$ in June, and $\pm 4.44\%$ in September. The margin of error is larger for individual subgroups. The sample was purchased from the vendor Marketing Systems Group and was based on geographical definitions for Chicago (based on zip code) and for other areas (based on county). Each telephone number in the sample was called a maximum of 10 times at differing times of the week and day. The average length of the completed interviews was about 22 minutes for the April and May surveys and 19 minutes for the September survey. Response rates were calculated using AAPOR guidelines (AAPOR Response Rate 3). The overall response rate for the April survey is 7.4 percent, 8.6 percent for the June survey and 6.5 percent for the September survey.

Within households, interviewers initially asked to speak to the youngest male driver, because earlier experience showed that we under-represent younger male drivers.³ Replacements were accepted if that designated household member was not available.

In the following summary, the statewide results for each of the surveys have been weighted to arrive at a proper distribution by region, gender, age, and education level.⁴

³ Prior to 2009, we asked to speak to the youngest licensed driver 75 percent of the time – and the driver with the next birthday the other quarter. Because we were finding an increasing under-representation of males and the youngest licensed drivers, we adopted the current screen of always initially asking for the youngest male licensed driver. If such is not available, the licensed driver with the next birthday is requested. Substitute licensed drivers are accepted.

⁴ The age categories used for weighting purposes are: up to 29 years old; 30s; 40s; 50s; 60s; and 70 and older. The statewide proportions for each age category were informed by data on the age distribution of Illinois licensed drivers provided by IDOT's Division of Traffic Safety. This is the ninth year that age has been used in the weighting of the results, and its usage was driven by the fact that we consistently under-represent the youngest drivers despite the fact that the interviewing protocol directs interviewers to ask to speak to the youngest licensed driver three-quarters of the time. This is the eighth year that education level has been used in the weighting of responses.

Comment on the Results

In the results that follow, **we focus on those questions most pertinent to the DUI initiative surrounding the 2016 Labor Day weekend.** We also focus on the statewide and regional (Chicago metro area vs. downstate) results and on selected results for respondents who had an alcoholic drink in the past 30 days, specifically highlighting the results and changes that occurred in and between the June and September surveys (the DUI initiative “pre-test” and “post-test” surveys). We also comment on the April results when they appear to add understanding to the later results and changes and sometimes make comparisons with similar surveys conducted by SRO prior to 2016.⁵ In this summary report, percentages have often been rounded to integers, and percentage changes (i.e., $\pm\%$ within parentheses) refer to percentage point changes unless specifically noted.⁶

The Excel file. The full results are presented in the **IDOT 2016 Labor Day DUI Survey Tables** file (a Microsoft Excel file) compiled for the project. Included on the two worksheets are results for:

- The statewide results;
- The results for statewide respondents by region (Chicago area vs. downstate).

These worksheets contain relevant results for each of the three surveys, with particular focus on the June Labor Day campaign pre-test and September post-test surveys, and include the percentage point changes from the June to the September surveys, and from the April survey to the June survey. They also include a demographic portrait of the group(s) being analyzed.

Demographic characteristics of the June and September samples. Before reporting the DUI-related results, it is worth noting that the weighted June and September 2016 demographic portraits of the two samples are, overall, very similar with regard to the demographic characteristics. However, because minimum and maximum weights are used, there are some differences. Furthermore, there are differences among demographic variables which are not weighted (e.g., occupation).

⁵ Relevant questions in the April 2015 survey that can be compared were those which asked about: awareness and experience with roadside checks in general; awareness of messages regarding DUI; assessed likelihood of being stopped by a police officer if they had too much to drink to drive safely; evaluations of police presence on highways they usual drive compared with 3 months ago; and evaluations of the likelihood of a driver who had been drinking will be stopped by police compared with 3 months ago.

⁶ When the decimal is .5 or greater, we round to the greater integer (except when this would be misleading to the reader – e.g., when reporting differences between two groups). Decimals are sometimes reported when percentage numbers are small and they add to understanding of changes/differences.

- *Region of state* – Thirty nine percent of respondents are from downstate in the September survey compared to 34.6 percent in June.
- *Age of respondent* – Substantially fewer respondents in June were less than thirty years old. Whereas 19.3 percent in the June survey are younger than thirty, only 7.9 percent in September are in this age group.
- *Type of community* – Less respondents said they lived in a “big city” in the September survey (21.6 percent) than in the June survey (26.5 percent). Additionally, less respondents in the September survey report living in a “medium sized city” (7.8 percent) than in the June survey (12.6 percent).
- *Employment status* – More respondents identified as a full-time employee in the September survey (42.3 percent) than in the June survey (30.5 percent). This is a sizeable increase of 11.8 percentage points.

Results

In the following summary of results for each question, we comment first upon the statewide results, including changes that occurred from June to September. Where applicable, we then summarize the results for those statewide respondents who reported having had an alcoholic drink in the past thirty days. We then summarize the regional findings, focusing on the dichotomous regional breakdown of the Chicago metro area vs. “downstate.”⁷ At times, portions of these summaries are omitted either because they lack relevance or because the sub-sample numbers are too small to warrant comment.

Behaviors relating to drinking and driving

Frequency of drinking: “How often did you drink alcoholic beverages in the past thirty days?”

Statewide, 49.4 percent of the September respondents reported having had any alcoholic drink (including beer, wine, and liquor) in the past thirty days compared to 46.1 percent in June⁸ _

⁷ For this report, the Chicago metro area includes the City of Chicago, the rest of Cook County, and the “collar counties” of Lake, McHenry, Kane, DuPage and Will.

⁸ During the remaining portions of this report, we sometimes refer to those who indicated having any alcoholic drink in the past thirty days as “drinkers” or “recent drinkers” and their counterparts as “non-drinkers.”

The table below displays the differences between respondents to specific answers of the question. As the table shows, the most frequent response for both surveys is “never” followed by “only celebrations/special occasions.”

Comparison of responses to the question “How often did you drink alcoholic beverages in the past thirty days?”		
	June	September
Every day	2%	5%
Several days a week	11.2%	9.5%
Once a week or less	8.7%	17.8%
Only on weekends	4.5%	3.1%
Only celebrations/ special occasions	19.7%	14%
Never	50.9%	48.6%
Don’t know/ Refused	1.2%	2%
Percent who have any alcoholic beverages	46.1%	49.4%

Among drinkers, over one quarter of respondents (28.7 percent in June and 29.3 percent in September) indicated they drink *at least* several days a week. More individuals report drinking every day in the September survey (10.1 percent) than in the June survey (4.4 percent). Interestingly, individuals in the September survey are more likely to report drinking at least once a week (65.4 percent) than their June counterparts (47.6 percent).

Regional results - In the September survey, 6.2 percent of Chicago area respondents and 2.8 percent of downstate respondents report drinking every day. Downstate respondents are much more likely to report “never” drinking in the September survey than their Chicago area counterparts (38.2 percent Chicago area versus 64.2 percent downstate). *For the Chicago metro area*, the percent who indicated drinking any alcoholic drink in the past 30 days increased a bit, from 55 percent in June to 58.5 percent in September (a 3.5 percentage point increase). Notably, the number of respondents who report “never” drinking declined from 43.2 percent in June to 38.2 percent in September. The number of Chicago area respondents who report drinking every day nearly doubled from 3.3 percent in June to 6.2 percent in September.

For downstate, the percentage of respondents who report drinking “only on weekends” declined from 20.1 percent in June to 10.1 percent in September. Furthermore, drinking overall was down from June to September downstate. Indeed, respondents in the June survey were also far more likely to indicate they drank any alcoholic beverages than those in the September survey (50 percent in June versus 35.9 percent in September).

Drinking and driving: ***“Have you ever driven a motor vehicle within two hours after drinking alcoholic beverages?” [Of those who indicated they drank alcoholic beverages in the past thirty days.]*** Under twenty percent of respondents report having driven a motor vehicle within two hours after drinking alcoholic beverages (16.9 percent in June and 17.7 percent in September).

Regional results. Consistent with previous findings, the number of Chicago area respondents who report driving after drinking is higher in both surveys (21.7 percent in June; 18.3 percent in September) than the number of downstate respondents who report doing this (11.1 percent in June; 15 percent in September).

Number of times: ***“About how many times [in this time period] did you drive within two hours after drinking?” [For the 10.1 percent and 9.9 percent of total sample members in each survey who had an alcoholic beverage in the recent past AND who indicated they had driven a motor vehicle after drinking during this time.]*** Of the 16.9 percent in June and 17.7 percent in September who report driving after drinking, 49.5 percent in June and 37.7 percent in September said they did this only once. The percentage of respondents who report doing this two times increased by seven percentage points from June to September (31.8 percent and 38.9 percent, respectively). However, the percentage of respondents reporting driving within two hours after drinking 5 to 9 times decreased slightly from 1.5 percent in June to 0 percent in September.

Regional results. For the Chicago area, the number of respondents who report driving after drinking decreased by 3.4 percentage points (from 21.7 percent in June to 18.3 percent in September). Additionally, the number of respondents who report driving after drinking “once” in the past thirty days decreased 28.4 percentage points for respondents in the Chicago area from 60 percent in June to 31.6 percent in September, while the number who reported doing this twice increased 35.4 percent from 5.7 percent in June to 42.1 percent in September. Among downstate respondents, the percentage who report driving after drinking increased from 11.1 percent in June to 15 percent in September.

Number of drinks on last occasion. ***“On the most recent occasion (driving within two hours of drinking), about how many drinks did you have?” [For the approximately 10 percent of the full sample who indicated they had driven within two hours of drinking in the past month.]*** The most frequent response given by respondents in the June and September surveys is “one” (55.7 percent in the June survey; 56.2 percent in the September survey). The second most frequent response given by respondents in both surveys is 2 (32.2 percent in the June survey, 40.2 percent in the September survey). Less than one percent of respondents in the June survey (0.7 percent) and no respondents in the September survey indicated they had 5 or more drinks on the last occasion they drove after drinking.

Frequency of driving when respondent had too much to drink: *“About how many times [in this time period] did you drive when you thought you had too much to drink?” [For those who indicated they have had an alcoholic drink in the past 30 days.]*

In the June survey, 89.1 percent of respondents said they “never” drove after drinking too much while this number is slightly higher in the September survey (94 percent). Additionally, 1.4 percent in June and 4.9 percent in September say they did this “once” while 9.5 percent in June and 1.2 percent in September say they did this “more than once.”

By region. In the Chicago area, 89.2 percent of respondents in June and 94.3 percent of respondents in September indicated they did this “never.” By contrast, 88.9 percent of downstate respondents in June and 94.1 percent in September say they did this “never.”

Assessed trend in personal drinking and driving: *“Compared to three months ago, are you now driving after drinking: more often, less often, or about the same?” [For those who indicated they have had an alcoholic drink in the past 30 days.]* For both the June and September surveys, a majority of respondents indicated they “did not drive after drinking” (80.7 percent in June; 65.7 percent in September). 11.6 percent of respondents in June and 19.8 percent of respondents in September indicate they are driving after drinking “about the same.” The percentage of respondents who report driving after drinking “less often” stayed about the same (7.3 percent in June; 7.9 percent in September). No respondents in the June Survey and 2.8 percent of respondents in the September survey say they are drinking “more often” now than they were three months ago.

By region. In the Chicago area the percentage of respondents who report driving after drinking “less often” stayed about the same (8.2 percent in June; 9.2 percent in September). The percentage who report driving after drinking “about the same as three months ago increased from 10.6 percent in June to 18.3 percent in September (an increase of 7.7 percentage points). The number who say they “never” drive after drinking decreased 16.1 percent from 81.2 percent in September to 65.1 percent in June. Downstate, the percent who report “never” driving after drinking decreased by 10 percentage points from 80 percent in June to 70 percent in September. The number who report that this is “about the same” increased by 8.3 percentage points downstate from 16.7 percent in June to 25 percent in September.

Perceptions of and attitudes about police presence and enforcement

Perceptions of DUI enforcement. Three questions in the interview solicited respondents’ perceptions about general police presence on roads and police enforcement of DUI laws. In the first question, respondents were asked how likely it is they would be to be stopped if they drove after having too much to drink. In the second question, respondents were asked about the relative frequency they see police on the roads they drive (compared to three months ago). In the third question, respondents were asked another relative frequency question, this time regarding how likely it is that a driver who had been drinking will be

stopped, compared to three months ago.⁹ (Also see the next section for questions specifically relating to roadside checks).

Police enforcement of drinking laws -- a hypothetical, personalized-wording question: ***“If you drove after having too much to drink to drive safely, how likely do you think you are to be stopped by a police officer?”*** For the results of this question, *we will focus on the results for those respondents who gave a substantive answer to the question.*¹⁰

Of the 66.5 percent in June and 65.7 percent in September who answered the above question, 16.1 percent in June and 13.2 percent in September report being stopped by police after having too much to drink would be “almost certain.” An additional 34.3 percent in June and 35.5 percent in September said this would be “very likely.” Only 5.1 percent in June and 9.6 percent in September said this would be “very unlikely.”

Among recent drinkers who gave a substantive response, the percent who indicated that their likelihood of being stopped is “almost certain” has changed throughout the years. In June 2011, only 6.2 percent reported that getting stopped was “almost certain.” This nearly doubled from June to September 2011 (11.5 percent). The 2012 results continue this upward trajectory with 17.1 percent reporting in the April survey that getting stopped is almost certain, 17 percent reported the same in the June survey, and 14 percent in the September survey. Over the past year, the percent of individuals who believe that they would almost certainly get stopped if they drove after drinking too much has more than doubled from 6.2 percent in June 2011 to 14 percent in September 2012. In 2015, among recent drinkers who gave a substantive response, 15.7 percent in June and 23.4 percent in September said this was almost certain. Additionally, 34.2 percent in June and 23.5 percent in September report their likelihood of being stopped as “very likely.” In 2016, among recent drinkers who offered a response, 9.7 percent of respondents in June indicated that the likelihood of being stopped is “almost certain” whereas 12.2 percent of respondents in September said this.

In terms of regions – and among those giving substantive responses, the number of respondents who report their likelihood of being stopped as “almost certain” is 20.5 percent in June and 13.4 percent in September for the Chicago area, a decrease of 7.1 percent. For downstate, the number who report their likelihood of being stopped as “almost certain” is 20.7 percent in June and 9.5 percent in September, a decrease of 11.2 percentage points. When we examine the combined responses of “almost certain” and “very likely” we find that in Chicago 49 percent in June and 39.6 percent in September reported one of these two responses, whereas downstate these figures are 46.6 percent in June and 46 percent in September. It

⁹ Because of possible question order effects here, we kept the order of these questions the same as in the national survey template.

¹⁰ In each of the 3 surveys, about 1 to 2 percent said “don’t know” or refused to answer. In addition, another 30 to 33 percent were coded as “not drinking so they cannot relate to the question” (30 percent for April, 33 percent for June, and 32.6 percent for September). So, instead of asking, “if you drove after having too much to drink ...,” it might be better to ask respondents how likely police are to stop drivers who do this behavior. This is in line with the wording of the third question in this section. However, our wording is based on suggested federal guidelines here.

should be noted that by focusing only on drinkers who live in a certain region and provided a substantive response to the question, the *n* decreases substantially, affecting the margin of error.

Among recent drinkers generally, we find that 7.9 percent in June and 9.3 percent in September report their likelihood of being stopped as “almost certain.” This compares with 13.4 percent in June and 8 percent in September for nondrinkers.

Police presence on roads. “Compared with three months ago, do you see police on the roads you normally drive more often, less often, or about the same?”

Nearly three-quarters (69.2 percent) of the September respondents reported seeing police “about the same” on the roads they normally drive compared with three months ago, while about one in five (17.1 percent) said they see police “more often” and 9.1 percent said “less often.”

Overall, results in June are very similar; 71.4 percent said that compared to three months ago they police on the roads “about the same” while 16.9 percent report seeing police “more often” and 6.6 percent report seeing police “less often.”

Among recent drinkers, 14.9 percent report seeing police on the roads they normally drive “more often,” whereas 74 percent say they police on the roads “about the same” and 4.7 percent say they see police “less often.” *By region*, in the Chicago area, there was a slight increase of 1.7 percentage points from those who saw police on the roads “more often” (14.6 percent in June; 16.3 percent in September). Downstate, there was also a slight increase (2.5 percent) in the percentage of respondents who report seeing police on the roads they normally drive “more often” (10 percent in June; 12.5 percent in September).

Police enforcement of drinking laws -- comparative, general evaluation. “Compared to three months ago, do you think a driver who had been drinking is now more likely to be stopped by police, less likely to be stopped, or is this about the same?”

The percentage of respondents who indicate that compared to three months ago, a driver who had been drinking is now “more likely” to be stopped is consistent from June to September (25.1 percent in June; 23.1 percent in September). The percentage who indicate a driver who had been drinking is now “less likely” to be stopped increased from 3.4 percent in June to 6.2 percent in September. In both surveys, respondents most frequently respond that a driver who had been drinking has “about the same” likelihood now as being stopped as compared to three months ago (63.4 percent in June; 62.8 percent in September).

Among recent drinkers, 19.8 percent in September and 17.6 percent in June report that a driver who had been drinking is now “more likely” to be stopped by police than three months ago. *By region*. In the Chicago area in September, 22.1 percent indicated a driver would be “more likely” to be stopped compared to 21 percent in June. Downstate, 15 percent of respondents indicate that a drive would be “more likely” compared to 10.3 percent in June.

Roadside safety checks

Respondents were asked about their awareness and experience with roadside safety checks in general. Later in the survey, they were asked about their awareness and experience with safety checks whose primary purpose was to check for alcohol-impaired driving.

It should be noted that this departs a bit from the national survey template. This was done intentionally for reasons of obtaining comparable Illinois trend data and because Illinois roadside checks are somewhat different than those in many other states.¹¹

General roadside safety-check questions

Awareness of roadside safety checks. The percent who indicated that, *“in the past thirty days,”* they had *“seen or heard anything about the police setting up roadside safety checks where they stop to check drivers and vehicles”* is 20.2 percent in the September survey, up from 16.3 percent in June and 15.2 percent in April.¹²

Analysis by region. The level of reported awareness of roadside safety checks in September is greater downstate than in the Chicago area (21.6 percent vs 19.6 percent). The difference in the June survey was greater: 12 percent of respondents in Chicago and 24.9 percent of respondents reported awareness of the roadside checks.

Sources of awareness.¹³ *Of those who had seen or heard anything about roadside safety checks,* in the September survey, more respondents (34.2 percent) indicate they have seen or heard about roadside safety checks from television than from any other mentioned source. Additionally, 25.1 percent and 22.3 percent, respectively indicate seeing or hearing about roadside safety checks from friends or relatives and radio. Also in September, 18.3 percent report seeing or hearing about checks via the newspaper and 30.8 percent report another source not mentioned.

In the June survey, 45.1 percent of respondents indicate they have seen or heard about safety checks via television, the most popular source, 32 percent report seeing or hearing about via friends and relatives, while 21.4 percent report reading about the checks in the newspaper. An additional 16.3 percent in the June survey report hearing about the checks on the radio while 24.9 percent say they have learned about the checks via another source.

¹¹ In terms of obtaining comparable data, we had asked the general roadside check question in surveys for the past several years. The wording itself is a bit different from the national template because of the nature of Illinois road checks, checking vehicles which pass through a road check for all possible traffic violations. To make the Illinois data comparable, we added a later question which asked about road safety checks which appeared to be primarily targeted for alcohol-impaired driving. We believe these questions reflect the actual situation in Illinois while also giving us comparable data.

¹² For awareness of roadside safety checks, we used the final percentages after a follow-up question that confirmed the meaning of “roadside safety checks.”

¹³ Respondents were allowed to choose multiple selections. Thus, a respondent may indicate she heard about the roadside safety checks from both television and radio.

*Among those who indicated they heard about the checks via television, 92.2 percent in June and 69.8 percent in September said they heard about these checks via a news story or news program. An additional 26.2 percent in June and 30.8 percent in September said they heard about these checks via a commercial or advertisement.*¹⁴

Among those who indicated they heard about the checks via radio, 75.1 percent in June and 43.1 percent in September cite a commercial or advertisement. An additional 20.2 percent in June and 36.9 percent in September in report hearing about these via a news story or news program while 8.7 percent and 20.4 percent in June and September respectively cite “something else.”

Among those who indicated they read about these checks in a newspaper, 57.4 percent in June and 82.4 percent in September report the newspaper source as being a news story or news program. Smaller numbers report a commercial or advertisement (43.4 percent in June; 24.3 percent in September) and “something else” (2.1 percent in June; 1.4 percent in September).

By region. In the Chicago area, 35 percent in the June survey and 37.1 percent in the September survey indicate hearing or seeing information about the checks via television. Downstate, 55 percent in June and 29.2 percent in September report hearing or seeing about the checks via television, a 25.8 percent decrease which may be attributable to small subgroup size.

Personally seeing roadside checks. [Of those who had seen or heard anything about roadside safety checks]

In 2016, the statewide percent who report that they have personally seen such checks is 36.6 percent in June and 47.6 percent in September. The September figure is consistent with our findings for June and September across recent years while the June percentage is somewhat lower. In 2015, 49.1 percent of June respondents and 47.6 percent of September respondents report personally seeing police doing roadside safety checks. In 2013, 49.7 percent of June 2013 respondents and 44.3 percent of September 2013 respondents report that they have personally seen such checks compared to 49.4 percent of June 2014 respondents and 48.7 percent of September 2014 respondents. However, it should be noted that in the April 2014 (pre-Memorial) survey, 34.2 percent reported seeing such checks, a figure much lower than those reported in the June and September surveys of recent years.

By region. Chicago area respondents are far more likely than their downstate counterparts in both surveys to report personally seeing a roadside safety check. Whereas 50 percent in June and 57.1 percent in September of Chicago area respondents report personally seeing the checks, only 20 percent of June downstate respondents and 37.5 percent of September downstate respondents report having seen these checks.

¹⁴ Respondents were allowed to select as many sources as applicable.

Personally going through a roadside check. When *those who had personally seen a roadside check* were asked whether they have “personally been through a roadside check in the past (thirty) days, either as a driver or as a passenger,” 36.6 percent in June and 47.6 percent in September report having been through a check. This is an 11 percentage point increase from June to September.

By region. Among those who had personally seen a roadside check, the proportion who reported actually going through a check in the Chicago area decreased 10 percentage points from 50 percent in June to 40 percent in September. Downstate, the percentage increased by 17.5 percentage points from 20 percent in June to 37.5 percent in September.

Messages about alcohol-impaired driving

Awareness of messages about alcohol-impaired driving. The percent who indicated that, “*in the past thirty days,*” they had “*read, seen or heard anything about alcohol impaired driving in Illinois,*” is 50.4 percent in the September survey and 49.3 percent in the June survey.

Among recent drinkers, awareness of these messages decreased from 51.6 percent in June to 49.6 percent in September. Awareness was similar for nondrinkers for both surveys (47.6 percent in June; 51.3 percent in September).

By region. In the Chicago metro area, we find a 2.4 percentage point increase from June (46.2 percent) to September (48.6 percent). Downstate, we find a small decrease of 1.2percentage points from June (54.8 percent) to September (53.6 percent).

Sources of messages. *Of those who had seen or heard such messages,* the greatest source of awareness in September was television (68.1 percent) while an additional 57.1 percent report seeing messages on a billboard or road sign, 35.2 percent report seeing these messages in a newspaper, 34.2 percent report hearing these messages on the radio, and 31.9 percent report seeing them on a poster or bumper sticker. For June, 72.3 percent say they saw messages on television, 59.7 percent say they saw these messages on a billboard or road sign, 31.1 percent say they saw a bumper sticker or poster, and 26.9 percent say the read a message in the newspaper.

Respondents who said they were exposed through television, radio, or newspapers were asked whether this was through a commercial/advertisement, through a news program or story, or something else. For television, 66.3 percent of September respondents were primarily exposed through a commercial or advertisement while 40.8 percent indicate they were exposed via a news story or news program. For radio, most (72.9 percent) report learning

about the campaigns through a commercial or advertisement while slightly over one third (34.6 percent) report a news story or news program.¹⁵

For recent drinkers who indicated awareness of these messages in the September survey, we also find that television is the most frequent source of exposure (64.6 percent) followed by a billboard or sign on a bus (60.9 percent), the radio (33.8 percent), and a bumper sticker (30 percent).

The following presents September *results by region* and *based on those who are aware of any messages*.

For the Chicago area, exposure through television is most frequent (69.8 percent) followed by exposure via billboards or road signs (62.8 percent). Next are exposure through a poster or bumper sticker (32.2 percent), radio (30.6 percent), and newspaper (26.7 percent). *For the downstate area,* exposure through television is most frequent (66.1 percent) followed by exposure through billboards or bus signs (50 percent), newspaper (46.7 percent), radio (32.2 percent), posters or bumper stickers (31.7 percent), and friends and relatives (25.2 percent).

Reported trend in number of messages. *Those who said they were exposed to messages about alcohol impaired driving* (50.4 percent in the September sample, 49.3 percent of the June sample, and 48.7 percent of the April sample) were asked whether, “the number of messages that [they] have seen or heard about alcohol impaired driving in the past (thirty) days is more than usual, fewer than usual, or about the same as usual.”

In September, 3.7 percent of the statewide respondents said the number of messages they had seen/heard was “more than usual,” down from 6.8 percent in June and also slightly less than in April (9.8 percent). Over three-quarters of the September respondents (79.2 percent) said the number is “about the same,” up from 76.9 percent in June and 74.1 in April who indicated this. The percentage who said “less than usual” is 11 percent in September, 12.7 percent in June, and 11.4 percent in April.

Among recent drinkers who had seen/heard of these messages, the proportion saying “more than usual” in the September survey is 2.2 percent and 4.1 percent in the June survey. By contrast, 11.9 percent of recent drinkers in the September survey and 17.1 percent of recent drinkers in the June survey say that the number of messages they have seen regarding alcohol impaired driving is “fewer than usual.”

By region. The Chicago metro area percentage who indicated the number of messages they had seen was “more than usual” decreased from 7.6 percent in June to 2.8 percent in September. Downstate, 6 percent in June and 4.5 percent in September say that the number of

¹⁵ Note that percentage results for commercials and news stories can add to more than 100 percent because respondents could indicate they were exposed through both types.

messages they have seen regarding alcohol impaired driving in the past three months is “more than usual.”

Awareness of selected traffic safety slogans

The question. Respondents were asked about their awareness of selected traffic safety slogans. April and June respondents were asked about their awareness of 13 slogans. Nine of the slogans are related to drinking and driving, with three of the eight having been used in recent media campaigns: **“You drink and drive. You lose.”** (or its variant “You drink. You drive. You lose”)¹⁶ **“Drunk driving. Over the limit. Under arrest.”** and the newest, **“Drive sober or get pulled over.”**

The September results. The following Table S-1 presents the most recent September results, ordered by level of awareness. The DUI-related slogans are in italics, except for the three most recent slogans which are in non-italic bold.

¹⁶ It appears that the wording of the first of these slogans has alternated over the years and over varying formats and communication modes between “You drink and drive, you lose” and “You drink. You drive. You lose.” Currently, both variants of this slogan can be seen in Illinois. We have used the first wording for the 2007 through the most recent telephone surveys.

Table S-1: Awareness Levels in September 2015

Order	Slogan	Sept level
1	Click It or Ticket	85.1%
2	<i>Friends don't let friends drive drunk</i>	73.7%
3	You drink and drive. You lose.	64.8%
4	<i>Start seeing motorcycles</i>	57.9%
5	Drive sober or get pulled over	54.8%
6	<i>Drive smart, drive sober</i>	46.6%
7	Buckle up, America	34.4%
8	Police in Illinois Arrest Drunk Drivers	32.9%
9	Drunk driving. Over the limit. Under arrest	26.4%
10	<i>Cells phones save lives. Pull over and report a drunken driver</i>	24.6%
11	<i>Drink and drive? Police in Illinois have your number</i>	22.2%
12	<i>Children in back.</i>	18.3%
13	<i>Wanna drink and drive, police in Illinois will show you the bars.</i>	16.6%

Table S-1 shows that the slogan, “You drink and drive. You lose,” is third at 64.8 percent, while the slogan “Buckle up, America” is 7th at 34.4 percent, and “Drunk Driving. Over the limit. Under arrest,” is ninth at 26.4 percent out of the 13 slogans.

Further analyses of three DUI-related slogans. We focus here on the three slogans used in the campaigns, “You drink and drive. You lose,” “Drunk driving. Over the limit. Under arrest”; and the newest slogan, “Drive sober or get pulled over.”

Table S-2
Awareness of Two DUI-Related Slogans*

<i>Region</i>	<i>April 2016 Survey</i>	<i>June Pre- test</i>	<i>April to June diff.*</i>	<i>Sept Post-Test 2016</i>	<i>June to Sept. diff.*</i>	<i>Total. Diff.</i>
Slogan: You drink and drive. You lose.						
STATEWIDE	64.3%	65.6%	+1.3%	64.8%	-0.8%	+0.5%
Chicago Metro	68.8%	69.6%	+0.8%	68%	-1.6%	-0.8%
Downstate	56.3%	58.3%	+2%	60.4%	+2.1%	+4.1%
Slogan: Drunk driving. Over the limit. Under arrest.						
STATEWIDE	18.9%	23.4%	+4.5%	26.4%	+3%	+7.5%
Chicago Metro	19.7%	25.9%	+6.2%	27.1%	+1.2%	+7.3%
Downstate	17.2%	19%	+1.8%	26.1%	+7.1%	+8.9%
Slogan: Drive sober or get pulled over.						
STATEWIDE	52.8%	45.1%	-7.7%	54.8%	+9.7%	+2%
Chicago Metro	54.9%	43.7%	-11.2%	57%	+13.3%	+2.1%
Downstate	49.3%	47.6%	-1.7%	52.3%	+4.7%	+3%

*These are percentage point increases/decreases.

April to September 2016 trends. Statewide, reported awareness of the **“You drink and drive. You lose” slogan** remains nearly consistent from April to September as 64.3 percent in April and 64.8 percent in September report hearing or seeing the slogan in the past thirty days.

Among recent drinkers, in September, 69.2 percent say they have heard the slogan in the past thirty days whereas this figure is 67.2 percent in June. These figures are not far off the averages for all respondents.

By region. In the Chicago area, 68.8 percent in April and 68 percent in September report awareness of the slogan. Both of these figures are higher than for downstate counterparts.

Statewide, reported awareness of the **“Drunk driving. Over the limit. Under arrest” slogan** increased by 7.5 percentage points from 18.9 percent in April to 26.4 percent in September.

Among recent drinkers, the awareness level in the September survey is 25.1 percent. By contrast the awareness level among recent drinkers in the June survey is 26.6 percent. These numbers barely differ from the averages of all respondents.

By region. Awareness is nearly identical between downstate and Chicago area respondents for all but the June survey. In the June survey, 25.9 percent of Chicago area respondents report awareness of the slogan while only 19 percent of downstate respondents do.

Statewide, reported awareness of the **“Drive sober or get pulled over” slogan** stayed about the same (a 2 percent increase) from 52.8 percent in April to 54.8 percent in September.

By region. Awareness is higher in the Chicago metro area in April (54.9 percent versus 49.3 percent downstate awareness). However, in June downstate awareness is higher (47.6 percent downstate and 43.7 percent in the Chicago area). Awareness is higher in Chicago in the September survey compared to downstate by about five percentage points (52.3 percent downstate, 57 percent Chicago area). Both regions saw very slight increases from April to September.

Among recent drinkers, 53.7 percent in September and 41.1 percent in June reported awareness of the slogan.

The 2002 through 2016 trends. Tables S-3A and B present awareness information for numerous selected traffic safety slogans for both seat belt and DUI campaigns from 2002 to the most recent 2016 survey. The three DUI-related slogans focused upon above are in bold.

Table Slogans – 3A; Awareness of Selected Traffic Safety Slogans, April 2002 through September 2012

Slogan	Apr '02	Jun '02	Nov '02	Dec '02	April '03	Jun '03	July '03	Jan '04	April '04	July '04	Sept '04	Apr '05	Jun '05	Sept '05	Apr '06	Jun '06	Sept '06	Apr '07	Jun '07	Sept '07
Click It or Ticket	41%	71%	67%	71%	67%	85%	83%	87%	84%	90%	88%	81%	91%	87%	84%	91%	88%	89%	94%	90%
Friends don't let friends drive drunk	na	na	na	na	na	89%	89%	86%	85%	90%	85%	86%	82%	80%	86%	82%	80%	84%	84%	83%
You drink and drive. You lose	na	na	na	na	na	55%	62%	78%	68%	73%	78%	70%	65%	77%	74%	70%	76%	76%	82%	81%
Drive smart, drive sober	61%	62%	58%	62%	65%	67%	66%	68%	65%	67%	63%	60%	57%	57%	54%	60%	56%	60%	64%	57%
Police in Illinois arrest drunk drivers*	40%	39%	33%	36%	29%	48%	50%	54%	51%	55%	54%	53%	47%	51%	49%	45%	49%	50%	52%	53%
Buckle Up America	60%	60%	53%	54%	48%	53%	55%	53%	52%	64%	51%	52%	45%	45%	50%	50%	46%	na	na	na
Drunk driving. Over the limit. Under arrest.	na	na	na	na	na	na	na	na	na	na	na	na	na	na	na	na	na	48%	47%	44%
Cell phones save lives. Pull over and report a drunk driver.	36%	41%	45%	44%	39%	46%	42%	40%	43%	46%	36%	35%	40%	37%	37%	34%	39%	na	na	na
Drink and drive? Police in Illinois have your number	na	na	na	na	na	22%	24%	26%	24%	24%	22%	22%	19%	18%	20%	19%	21%	29%	24%	27%
Wanna drink and drive, police in Illinois will show you the bars*	40%	39%	33%	36%	29%	24%	30%	30%	27%	30%	28%	29%	21%	25%	23%	24%	22%	31%	37%	34%
Children in back	20%	25%	19%	21%	22%	24%	25%	24%	20%	26%	20%	20%	22%	18%	22%	19%	19%	20%	17%	19%
55 still the law for trucks in Chicago area	na	na	na	na	na	na	na	na	na	na	na	na	na	na	na	na	na	na	na	na
Rest Area = Text Area	na	na	na	na	na	na	na	na	na	na	na	na	na	na	na	na	na	na	na	na
CSA 2010: Get the Facts, Know the Law – What's your score?	na	na	na	na	na	na	na	na	na	na	na	na	na	na	na	na	na	na	na	na

*Prior to the June 2003 Post-test survey, this was one slogan.

Table Slogans – 3A continued

Slogan	Apr '07	Jun '07	Sept '07	Apr '08	Jun '08	Sept '08	Apr '09	Jun '09	Sept '09	Apr '10	Jun '10	Sept '10	Apr '11	Jun '11	Sept '11	Apr '12	Jun '12	Sept '12	Jun '13	Sept '13
Click It or Ticket	89%	94%	90%	89%	91%	92%	88%	91%	90%	93%	93%	92%	90%	93%	91%	88%	91%	91%	92%	92%
Friends don't let friends drive drunk	84%	84%	83%	80%	83%	83%	80%	79%	75%	77%	83%	82%	75%	76%	80%	73%	76%	80%	73%	74%
You drink and drive. You lose	76%	82%	81%	77%	75%	80%	78%	74%	84%	78%	78%	82%	79%	77%	74%	69%	73%	74%	73%	66%
Drive smart, drive sober	60%	64%	57%	59%	55%	57%	58%	51%	52%	54%	56%	55%	50%	49%	54%	52%	50%	59%	51%	48%
Police in Illinois arrest drunk drivers*	50%	52%	53%	52%	49%	50%	51%	46%	44%	55%	51%	53%	46%	46%	48%	45%	46%	47%	49%	47%
Start Seeing Motorcycles	na	na	na	na	na	na	na	na	na	34%	49%	46%	46%	51%	47%	50%	52%	56%	57%	59%
Buckle Up America	48%	47%	44%	38%	46%	44%	43%	44%	42%	43%	39%	47%	38%	43%	40%	42%	41%	45%	46%	41%
Drive sober or get pulled over	na	na	na	na	na	na	na	na	na	na	na	na	na	20%	37%	34%	36%	46%	42%	56%
Drunk driving. Over the limit. Under arrest.	29%	24%	27%	26%	26%	35%	33%	29%	41%	36%	40%	38%	33%	34%	33%	34%	31%	29%	28%	24%
Cell phones save lives. Pull over and report a drunk driver.	31%	37%	34%	35%	31%	30%	31%	27%	26%	37%	35%	33%	36%	29%	30%	29%	31%	34%	31%	28%
Drink and drive? Police in Illinois have your number	20%	20%	19%	22%	20%	20%	23%	23%	20%	22%	27%	21%	24%	23%	18%	23%	23%	26%	18%	18%
Wanna drink and drive, police in Illinois will show you the bars*	23%	26%	20%	23%	22%	16%	27%	26%	25%	20%	21%	25%	24%	19%	18%	19%	19%	16%	18%	19%
Children in back	20%	17%	19%	18%	18%	13%	20%	14%	17%	19%	14%	20%	21%	15%	17%	19%	20%	18%	18%	21%
55 still the law for trucks in Chicago area	na	na	na	na	na	na	na	na	na	na	na	14%	na	na	17%	18%	12%	13%	15%	17%
Rest Area = Text Area	na	na	na	na	na	na	na	na	na	na	na	16%	na	na	16%	14%	14%	14%	16%	13%
CSA 2010: Get the Facts, Know the Law – What's your score?	na	na	na	na	na	na	na	na	na	na	na	8%	na	na	8%	7%	7%	8%	5%	6%

*Prior to the June 2003 Post-test survey, this was one slogan.

Slogan	Apr '14	Jun '14	Sept '14	Apr '15	Jun '15	Sept '15	April '16	Jun '16	Sept '16
Click It or Ticket	88%	87%	94%	88%	90%	92%	86%	88%	85%
Friends don't let friends drive drunk	72%	72%	81%	72%	76%	78%	71%	73%	74%
You drink and drive. You lose	67%	66%	74%	60%	71%	71%	64%	66%	65%
Drive smart, drive sober	46%	44%	55%	43%	56%	50%	50%	48%	47%
Police in Illinois arrest drunk drivers*	44%	48%	43%	40%	47%	46%	33%	37%	33%
Start Seeing Motorcycles	52%	61%	56%	52%	65%	61%	53%	57%	58%
Buckle Up America	32%	44%	42%	38%	47%	47%	29%	36%	34%
Drive sober or get pulled over	48%	45%	56%	46%	57%	60%	53%	45%	55%
Drunk driving. Over the limit. Under arrest.	20%	23%	28%	19%	20%	24%	19%	23%	26%
Cell phones save lives. Pull over and report a drunk driver.	25%	27%	29%	26%	35%	27%	25%	30%	25%
Drink and drive? Police in Illinois have your number	17%	22%	19%	19%	20%	24%	15%	16%	22%
Wanna drink and drive, police in Illinois will show you the bars*	18%	21%	21%	18%	22%	23%	12%	21%	17%
Children in back	19%	23%	21%	19%	20%	205	16%	12%	18%
55 still the law for trucks in Chicago area	19%	16%	20%	11%	15%	na	na	na	na
Rest Area = Text Area	11%	13%	19%	15%	12%	na	na	na	na
CSA 2010: Get the Facts, Know the Law – What's your score?	5%	6%	9%	3%	10%	na	na	na	na

APPENDIX A
Statewide Enforcement Activities and Associated Costs

TABLE 5: STEP GRANTEES ENFORCEMENT AND ASSOCIATED COSTS

1	2	3	4	5	6	7	8	9	10	11	12	13
Agency	Total Hours	Total Citations	Frequency and % Distributions of Occupant Protection, DUI, & Mobile Phone Citations						Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
			Occupant Protection Violations	% Occupant Protection Violations	DUI Arrests	% DUI Arrests	Mobile Phone Citations	% Mobile Phone Violations				
Addison	80.0	103	31	30.1%	1	1.0%	23	22.3%	46.6	\$49.56	\$63.80	\$5,104.36
Algonquin	50.3	22	7	31.8%	0	0.0%	6	27.3%	137.0	\$142.46	\$62.37	\$3,134.20
Arlington Heights	142.0	224	91	40.6%	0	0.0%	8	3.6%	38.0	\$47.32	\$74.64	\$10,599.30
Bartlett	51.0	50	13	26.0%	3	6.0%	0	0.0%	61.2	\$63.67	\$62.42	\$3,183.57
Belvidere	44.5	40	1	2.5%	2	5.0%	0	0.0%	66.8	\$54.69	\$49.16	\$2,187.73
Berwyn	117.5	285	238	83.5%	0	0.0%	10	3.5%	24.7	\$19.26	\$46.71	\$5,488.37
Boone County	150.0	164	59	36.0%	5	3.0%	12	7.3%	54.9	\$42.22	\$46.16	\$6,923.81
Calumet City	67.0	164	94	57.3%	0	0.0%	0	0.0%	24.5	\$23.41	\$57.31	\$3,839.66
Carol Stream	231.0	184	56	30.4%	7	3.8%	35	19.0%	75.3	\$77.74	\$61.92	\$14,304.15
Carpentersville	80.0	104	46	44.2%	1	1.0%	11	10.6%	46.2	\$49.66	\$64.56	\$5,164.47
Champaign	19.0	20	9	45.0%	1	5.0%	3	15.0%	57.0	\$54.02	\$56.86	\$1,080.31
Chatham	60.0	47	20	42.6%	0	0.0%	4	8.5%	76.6	\$44.54	\$34.89	\$2,093.30
Cherry Valley	33.0	44	1	2.3%	0	0.0%	3	6.8%	45.0	\$31.90	\$42.53	\$1,403.49
Chicago Heights	125.0	139	134	96.4%	1	0.7%	0	0.0%	54.0	\$40.26	\$44.76	\$5,595.60
Chicago1	96.0	242	11	4.5%	3	1.2%	0	0.0%	23.8	\$26.40	\$66.54	\$6,387.84
Chicago2	486.0	1,065	119	11.2%	18	1.7%	25	2.3%	27.4	\$30.62	\$67.10	\$32,610.60
Chicago Ridge	60.0	94	54	57.4%	1	1.1%	19	20.2%	38.3	\$37.10	\$58.12	\$3,487.20
Cicero	24.0	29	12	41.4%	0	0.0%	4	13.8%	49.7	\$48.81	\$58.98	\$1,415.52
Clarendon Hills	36.0	34	15	44.1%	0	0.0%	2	5.9%	63.5	\$66.86	\$63.15	\$2,273.35
Collinsville	127.0	238	12	5.0%	0	0.0%	26	10.9%	32.0	\$27.89	\$52.27	\$6,638.08
Cook County	318.0	457	168	36.8%	0	0.0%	29	6.3%	41.8	\$41.53	\$59.68	\$18,977.19
Countryside	20.0	20	8	40.0%	0	0.0%	0	0.0%	60.0	\$65.61	\$65.61	\$1,312.20

¹ Chicago STEP enforcement² Chicago LAP enforcement

Table 5: (continued)

1	2	3	4	5	6	7	8	9	10	11	12	13
Agency	Total Hours	Total Citations	Frequency and % Distributions of Occupant Protection, DUI, & Mobile Phone Citations						Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
			Occupant Protection Violations	% Occupant Protection Violations	DUI Arrests	% DUI Arrests	Mobile Phone Citations	% Mobile Phone Violations				
Creve Coeur	36.0	21	0	0.0%	0	0.0%	0	0.0%	102.9	\$54.86	\$32.00	\$1,152.00
Crystal Lake	55.0	63	6	9.5%	0	0.0%	33	52.4%	52.4	\$55.72	\$63.82	\$3,510.23
Danville	112.0	110	35	31.8%	1	0.9%	0	0.0%	61.1	\$49.11	\$48.23	\$5,401.68
Decatur	90.0	58	3	5.2%	6	10.3%	1	1.7%	93.1	\$82.54	\$53.19	\$4,787.29
DeKalb County	24.0	23	17	73.9%	0	0.0%	1	4.3%	62.6	\$62.61	\$60.00	\$1,440.00
DeKalb	22.0	0	0	0.0%	0	0.0%	0	0.0%	0.0	\$0.00	\$53.71	\$1,181.64
Downers Grove	30.8	23	5	21.7%	0	0.0%	7	30.4%	80.2	\$76.07	\$56.89	\$1,749.52
East Hazel Crest	16.0	16	15	93.8%	0	0.0%	0	0.0%	60.0	\$44.22	\$44.22	\$707.49
East Peoria	186.3	167	62	37.1%	6	3.6%	1	0.6%	66.9	\$61.50	\$55.15	\$10,270.76
Edwardsville	58.5	73	31	42.5%	4	5.5%	2	2.7%	48.1	\$41.10	\$51.29	\$3,000.37
Elk Grove Village	246.5	615	392	63.7%	2	0.3%	40	6.5%	24.0	\$27.43	\$68.42	\$16,866.62
Elmhurst	105.0	112	24	21.4%	9	8.0%	1	0.9%	56.3	\$64.39	\$68.69	\$7,211.96
Evanston	80.5	115	70	60.9%	2	1.7%	21	18.3%	42.0	\$46.39	\$66.27	\$5,334.44
Flora	70.0	18	1	5.6%	1	5.6%	1	5.6%	233.3	\$189.55	\$48.74	\$3,411.88
Forest Park	35.5	35	14	40.0%	0	0.0%	0	0.0%	60.9	\$60.66	\$59.81	\$2,123.16
Franklin Park	48.0	55	19	34.5%	0	0.0%	0	0.0%	52.4	\$55.03	\$63.05	\$3,026.60
Freeport	53.0	55	6	10.9%	3	5.5%	1	1.8%	57.8	\$37.52	\$38.94	\$2,063.71
Galesburg	45.0	44	6	13.6%	1	2.3%	0	0.0%	61.4	\$39.57	\$38.69	\$1,741.13
Grandview	40.0	25	13	52.0%	4	16.0%	0	0.0%	96.0	\$33.60	\$21.00	\$840.00
Granite City	22.0	19	2	10.5%	0	0.0%	0	0.0%	69.5	\$56.86	\$49.11	\$1,080.42
Gurnee	23.5	34	24	70.6%	0	0.0%	0	0.0%	41.5	\$40.83	\$59.07	\$1,388.13
Hanover Park	98.0	50	27	54.0%	1	2.0%	0	0.0%	117.6	\$105.50	\$53.83	\$5,274.99

Table 5: (continued)

1	2	3	4	5	6	7	8	9	10	11	12	13
Agency	Total Hours	Total Citations	Frequency and % Distributions of Occupant Protection, DUI, & Mobile Phone Citations						Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
			Occupant Protection Violations	% Occupant Protection Violations	DUI Arrests	% DUI Arrests	Mobile Phone Citations	% Mobile Phone Violations				
Hebron	20.0	5	2	40.0%	0	0.0%	0	0.0%	240.0	\$84.00	\$21.00	\$420.00
Hillside	63.0	74	43	58.1%	0	0.0%	11	14.9%	51.1	\$54.97	\$64.57	\$4,067.72
Hinsdale	32.0	33	0	0.0%	3	9.1%	0	0.0%	58.2	\$64.76	\$66.78	\$2,137.05
Holiday Hills	24.0	0	0	0.0%	0	0.0%	0	0.0%	0.0	\$0.00	\$35.00	\$840.00
Homewood	39.0	52	38	73.1%	0	0.0%	1	1.9%	45.0	\$43.03	\$57.38	\$2,237.79
Jerome	20.0	20	1	5.0%	0	0.0%	8	40.0%	60.0	\$36.79	\$36.79	\$735.76
Jo Daviess County	51.0	115	1	0.9%	1	0.9%	2	1.7%	26.6	\$13.10	\$29.53	\$1,506.27
Kankakee	85.0	129	32	24.8%	3	2.3%	18	14.0%	39.5	\$38.13	\$57.87	\$4,919.01
Kildeer	12.0	10	0	0.0%	0	0.0%	0	0.0%	72.0	\$59.05	\$49.21	\$590.48
Lake Bluff	11.0	12	6	50.0%	0	0.0%	1	8.3%	55.0	\$54.63	\$59.60	\$655.57
Lake County	134.5	136	53	39.0%	4	2.9%	4	2.9%	59.3	\$59.99	\$60.66	\$8,159.06
Lake in the Hills	49.0	37	5	13.5%	1	2.7%	8	21.6%	79.5	\$74.30	\$56.10	\$2,749.06
Lake Villa	44.0	49	15	30.6%	2	4.1%	7	14.3%	53.9	\$37.69	\$41.98	\$1,846.94
Lake Zurich	32.0	37	6	16.2%	2	5.4%	15	40.5%	51.9	\$54.73	\$63.29	\$2,025.12
Lakemoor	28.0	44	9	20.5%	0	0.0%	2	4.5%	38.2	\$26.58	\$41.77	\$1,169.60
Lincolnshire	31.0	25	0	0.0%	1	4.0%	0	0.0%	74.4	\$83.89	\$67.65	\$2,097.18
Lincolnwood	8.0	13	1	7.7%	0	0.0%	8	61.5%	36.9	\$27.47	\$44.65	\$357.16
Lisle	16.0	15	0	0.0%	1	6.7%	0	0.0%	64.0	\$73.18	\$68.60	\$1,097.64
Lockport	21.5	18	2	11.1%	2	11.1%	1	5.6%	71.7	\$102.76	\$86.03	\$1,849.71
Lombard	87.0	116	17	14.7%	2	1.7%	24	20.7%	45.0	\$48.12	\$64.16	\$5,582.04
Loves Park	36.0	59	2	3.4%	4	6.8%	4	6.8%	36.6	\$30.62	\$50.18	\$1,806.57
Macomb	28.0	32	6	18.8%	2	6.3%	0	0.0%	52.5	\$32.80	\$37.48	\$1,049.52

Table 5: (continued)

1	2	3	4	5	6	7	8	9	10	11	12	13
Agency	Total Hours	Total Citations	Frequency and % Distributions of Occupant Protection, DUI, & Mobile Phone Citations						Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
			Occupant Protection Violations	% Occupant Protection Violations	DUI Arrests	% DUI Arrests	Mobile Phone Citations	% Mobile Phone Violations				
Marseilles	24.0	13	8	61.5%	0	0.0%	0	0.0%	110.8	\$87.12	\$47.19	\$1,132.60
Maryville	16.0	33	11	33.3%	0	0.0%	6	18.2%	29.1	\$20.05	\$41.35	\$661.56
Mattoon	23.0	17	5	29.4%	3	17.6%	2	11.8%	81.2	\$68.59	\$50.70	\$1,166.11
McCullom Lake	40.0	42	6	14.3%	0	0.0%	10	23.8%	57.1	\$27.66	\$29.05	\$1,161.80
McHenry County	96.0	74	1	1.4%	6	8.1%	1	1.4%	77.8	\$79.75	\$61.47	\$5,901.21
McHenry	73.0	93	20	21.5%	0	0.0%	16	17.2%	47.1	\$50.84	\$64.77	\$4,727.88
Midlothian	114.3	142	63	44.4%	0	0.0%	31	21.8%	48.3	\$40.47	\$50.29	\$5,746.16
Moline	38.0	40	4	10.0%	2	5.0%	0	0.0%	57.0	\$38.81	\$40.85	\$1,552.21
Naperville	149.0	149	9	6.0%	12	8.1%	6	4.0%	60.0	\$72.53	\$72.53	\$10,806.24
North Pekin	116.0	117	16	13.7%	6	5.1%	1	0.9%	59.5	\$24.80	\$25.02	\$2,901.84
North Riverside	56.0	69	21	30.4%	0	0.0%	3	4.3%	48.7	\$43.69	\$53.83	\$3,014.52
Oak Brook	17.0	6	3	50.0%	0	0.0%	1	16.7%	170.0	\$161.47	\$56.99	\$968.84
Oak Forest	111.0	111	109	98.2%	0	0.0%	0	0.0%	60.0	\$57.08	\$57.08	\$6,336.06
Oak Lawn	103.0	176	124	70.5%	2	1.1%	8	4.5%	35.1	\$38.86	\$66.41	\$6,839.97
Olympia Fields	36.0	46	36	78.3%	0	0.0%	2	4.3%	47.0	\$42.70	\$54.56	\$1,964.32
Orland Park	132.0	280	69	24.6%	1	0.4%	37	13.2%	28.3	\$31.31	\$66.42	\$8,767.68
Oswego	50.0	88	57	64.8%	0	0.0%	26	29.5%	34.1	\$35.62	\$62.70	\$3,134.90
Palatine	105.0	143	69	48.3%	2	1.4%	26	18.2%	44.1	\$49.29	\$67.13	\$7,048.30
Palos Heights	54.0	51	31	60.8%	0	0.0%	13	25.5%	63.5	\$63.92	\$60.37	\$3,259.96
Park City	52.0	92	37	40.2%	1	1.1%	0	0.0%	33.9	\$31.22	\$55.24	\$2,872.50
Peoria County	46.0	26	13	50.0%	0	0.0%	0	0.0%	106.2	\$83.37	\$47.12	\$2,167.58
Peoria	27.0	26	0	0.0%	2	7.7%	1	3.8%	62.3	\$63.46	\$61.11	\$1,650.07

Table 5: (continued)

1	2	3	4	5	6	7	8	9	10	11	12	13
Agency	Total Hours	Total Citations	Frequency and % Distributions of Occupant Protection, DUI, & Mobile Phone Citations						Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
			Occupant Protection Violations	% Occupant Protection Violations	DUI Arrests	% DUI Arrests	Mobile Phone Citations	% Mobile Phone Violations				
Peru	71.0	10	4	40.0%	0	0.0%	0	0.0%	426.0	\$255.21	\$35.95	\$2,552.13
Plainfield	34.0	68	39	57.4%	0	0.0%	6	8.8%	30.0	\$33.90	\$67.80	\$2,305.17
Prairie Grove	31.0	44	1	2.3%	0	0.0%	0	0.0%	42.3	\$24.66	\$35.00	\$1,085.00
Prospect Heights	32.0	42	21	50.0%	3	7.1%	2	4.8%	45.7	\$49.23	\$64.61	\$2,067.48
Quincy	141.0	105	47	44.8%	4	3.8%	0	0.0%	80.6	\$66.77	\$49.73	\$7,011.30
River Forest	24.0	27	25	92.6%	0	0.0%	0	0.0%	53.3	\$54.88	\$61.74	\$1,481.84
River Grove	78.0	71	49	69.0%	2	2.8%	16	22.5%	65.9	\$61.87	\$56.32	\$4,392.72
Riverside	44.5	55	15	27.3%	1	1.8%	1	1.8%	48.5	\$46.06	\$56.93	\$2,533.49
Rock Island County	20.0	22	2	9.1%	4	18.2%	1	4.5%	54.5	\$53.11	\$58.42	\$1,168.48
Rock Island	132.0	158	46	29.1%	6	3.8%	20	12.7%	50.1	\$40.37	\$48.33	\$6,378.94
Rolling Meadows	48.0	67	25	37.3%	4	6.0%	1	1.5%	43.0	\$47.43	\$66.20	\$3,177.70
Romeoville	25.0	22	10	45.5%	0	0.0%	0	0.0%	68.2	\$80.13	\$70.51	\$1,762.80
Roselle	85.0	134	42	31.3%	2	1.5%	15	11.2%	38.1	\$38.65	\$60.93	\$5,178.81
Round Lake Heights	16.0	19	1	5.3%	1	5.3%	0	0.0%	50.5	\$26.20	\$31.11	\$497.76
Round Lake Park	157.0	157	78	49.7%	1	0.6%	48	30.6%	60.0	\$54.43	\$54.43	\$8,544.73
Saint Charles	32.0	25	7	28.0%	2	8.0%	0	0.0%	76.8	\$78.36	\$61.22	\$1,959.06
Saint Clair County	136.5	138	71	51.4%	2	1.4%	1	0.7%	59.3	\$46.29	\$46.80	\$6,387.68
Sangamon County	5.0	7	0	0.0%	0	0.0%	0	0.0%	42.9	\$35.71	\$50.00	\$250.00
Shorewood	37.0	42	27	64.3%	0	0.0%	4	9.5%	52.9	\$48.96	\$55.58	\$2,056.46
Silvis	32.0	22	6	27.3%	0	0.0%	0	0.0%	87.3	\$64.74	\$44.51	\$1,424.24
Skokie	52.0	42	8	19.0%	0	0.0%	3	7.1%	74.3	\$88.58	\$71.54	\$3,720.28
Sleepy Hollow	5.0	4	0	0.0%	0	0.0%	1	25.0%	75.0	\$26.85	\$21.48	\$107.40

Table 5: (continued)

1	2	3	4	5	6	7	8	9	10	11	12	13
Agency	Total Hours	Total Citations	Frequency and % Distributions of Occupant Protection, DUI, & Mobile Phone Citations						Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
			Occupant Protection Violations	% Occupant Protection Violations	DUI Arrests	% DUI Arrests	Mobile Phone Citations	% Mobile Phone Violations				
South Chicago Hts	64.0	201	111	55.2%	1	0.5%	9	4.5%	19.1	\$7.73	\$24.27	\$1,553.28
South Elgin	480.0	217	86	39.6%	5	2.3%	5	2.3%	132.7	\$134.08	\$60.61	\$29,095.07
Southern View	96.0	100	20	20.0%	6	6.0%	2	2.0%	57.6	\$25.92	\$27.01	\$2,592.48
Spring Grove	8.0	5	0	0.0%	0	0.0%	0	0.0%	96.0	\$75.92	\$47.45	\$379.60
Springfield	36.0	29	2	6.9%	1	3.4%	1	3.4%	74.5	\$62.89	\$50.66	\$1,823.93
Summit	193.0	314	118	37.6%	5	1.6%	15	4.8%	36.9	\$31.86	\$51.84	\$10,005.04
Sycamore	31.0	31	3	9.7%	0	0.0%	0	0.0%	60.0	\$58.62	\$58.62	\$1,817.10
Troy	45.0	75	31	41.3%	2	2.7%	0	0.0%	36.0	\$25.83	\$43.05	\$1,937.33
Villa Park	44.0	34	0	0.0%	1	2.9%	2	5.9%	77.6	\$75.68	\$58.48	\$2,573.20
Waukegan	160.0	292	207	70.9%	2	0.7%	3	1.0%	32.9	\$41.52	\$75.78	\$12,124.78
West Chicago	82.0	42	16	38.1%	0	0.0%	6	14.3%	117.1	\$118.40	\$60.65	\$4,972.89
Western Illinois TF	84.0	61	11	18.0%	4	6.6%	1	1.6%	82.6	\$60.15	\$43.68	\$3,668.87
Wheeling	131.0	168	34	20.2%	0	0.0%	34	20.2%	46.8	\$52.73	\$67.62	\$8,858.14
Will County	66.0	119	6	5.0%	2	1.7%	7	5.9%	33.3	\$33.10	\$59.68	\$3,939.12
Williamson County	48.0	31	2	6.5%	1	3.2%	0	0.0%	92.9	\$59.01	\$38.11	\$1,829.40
Winnebago County	101.0	78	9	11.5%	4	5.1%	4	5.1%	77.7	\$58.84	\$45.44	\$4,589.82
Winthrop Harbor	36.0	48	7	14.6%	5	10.4%	3	6.3%	45.0	\$41.12	\$54.82	\$1,973.52
Wonder Lake	12.0	11	0	0.0%	0	0.0%	0	0.0%	65.5	\$45.36	\$41.58	\$498.96
Wood Dale	90.0	91	54	59.3%	5	5.5%	0	0.0%	59.3	\$70.76	\$71.55	\$6,439.26
Woodridge	93.0	190	96	50.5%	1	0.5%	17	8.9%	29.4	\$34.11	\$69.69	\$6,481.14
Woodstock	80.0	70	35	50.0%	1	1.4%	22	31.4%	68.6	\$67.91	\$59.43	\$4,754.04

Table 5: (continued)

1	2	3	4	5	6	7	8	9	10	11	12	13
Agency	Total Hours	Total Citations	Frequency and % Distributions of Occupant Protection, DUI, & Mobile Phone Citations						Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
			Occupant Protection Violations	% Occupant Protection Violations	DUI Arrests	% DUI Arrests	Mobile Phone Citations	% Mobile Phone Violations				
STEP GRANTS ONLY SUBTOTAL	9483.0	11,853	4,294	36.2%	226	1.9%	883	7.4%	48.0	\$45.25	\$56.56	\$536,400.32

Column 1: Participating law enforcement agency

Column 2: Number of patrol hours conducted during enforcement period

Column 3: Total number of citations written by law enforcement agency during statewide enforcement period

Column 4: Total number of occupant protection violations written by law enforcement agencies during the statewide enforcement period

Column 5: Percentage of total citations that were occupant protection violations

Column 6: Total number of DUIs written by law enforcement agency during the statewide enforcement period

Column 7: Percentage of total citations that were DUI citations

Column 8: Total number of mobile phone citations written by law enforcement agency during the statewide enforcement period

Column 9: Percentage of total citations that were mobile phone citations

Column 10: Number of minutes it took to write a citation = 60 / Number of citations per hour

Column 11: Cost per citation = Total Cost / Number of Citations

Column 12: Cost per patrol hour = Total Cost / Number of Patrol Hours

Column 13: Total Cost = amount of money reimbursed to law enforcement by DTS for statewide enforcement

Program Descriptions: STEP – Sustained Traffic Enforcement Program

TABLE 6: ALL GRANT ENFORCEMENT AND ASSOCIATED COSTS

1	2	3	4	5	6	7	8	9	10	11	12	13
Program	Total Hours	Total Citations	Frequency and % Distributions of Occupant Protection, DUI, & Mobile Phone Citations						Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
			Occupant Protection Violations	% Occupant Protection Violations	DUI Arrests	% DUI Arrests	Mobile Phone Citations	% Mobile Phone Violations				
STEP GRANTS TOTAL	9,483.0	11,853	4,294	36.2%	226	1.9%	883	7.4%	48.0	\$45.25	\$56.56	\$536,400.32
ILLINOIS STATE POLICE TOTAL	1,745.5	1,800	761	42.3%	20	1.1%	54	3.0%	58.2	\$96.95	\$99.98	\$174,515.41
TOTAL ENFORCEMENT	11,228.5	13,653	5,055	37.0%	246	1.8%	937	6.9%	49.3	\$52.07	\$63.31	\$710,915.73

Column 1: Type of enforcement program

Column 2: Number of patrol hours conducted during enforcement period

Column 3: Total number of citations written by law enforcement agencies during statewide enforcement period

Column 4: Total number of occupant protection violations written by law enforcement agencies during the statewide enforcement period

Column 5: Percentage of total citations that were occupant protection violations

Column 6: Total number of DUIs written by law enforcement agencies during the statewide enforcement period

Column 7: Percentage of total citations that were DUI citations

Column 8: Total number of mobile phone citations written by law enforcement agencies during the statewide enforcement period

Column 9: Percentage of total citations that were mobile phone citations

Column 10: Number of minutes it took to write a citation = 60 / Number of citations per hour

Column 11: Cost per citation = Total Cost / Number of Citations

Column 12: Cost per patrol hour = Total Cost / Number of Patrol Hours

Column 13: Total Cost = amount of money reimbursed to law enforcement by DTS for statewide enforcement